



US009419810B2

(12) **United States Patent**
Jones et al.

(10) **Patent No.:** **US 9,419,810 B2**
(45) **Date of Patent:** **Aug. 16, 2016**

- (54) **LOCATION AWARE CONFERENCING WITH GRAPHICAL REPRESENTATIONS THAT ENABLE LICENSING AND ADVERTISING**
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Robert J. Frohwein, Atlanta, GA (US);
David Michael Guthrie, Atlanta, GA (US); **Peter Stewart**, Berkeley Lake, GA (US)
- (73) Assignee: **American Teleconference Services, Ltd.**, Atlanta, GA (US)
- (*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 287 days.

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(Continued)

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- (21) Appl. No.: **12/771,668**
- (22) Filed: **Apr. 30, 2010**

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Primary Examiner — Tuan S Nguyen

(74) Attorney, Agent, or Firm — Smith Tempel Blaha LLC

- (65) **Prior Publication Data**
US 2011/0271205 A1 Nov. 3, 2011

- (51) **Int. Cl.**
G06F 3/01 (2006.01)
H04L 12/18 (2006.01)
H04N 7/15 (2006.01)
- (52) **U.S. Cl.**
CPC **H04L 12/1822** (2013.01); **H04N 7/157** (2013.01)
- (58) **Field of Classification Search**
None
See application file for complete search history.

- (57) **ABSTRACT**

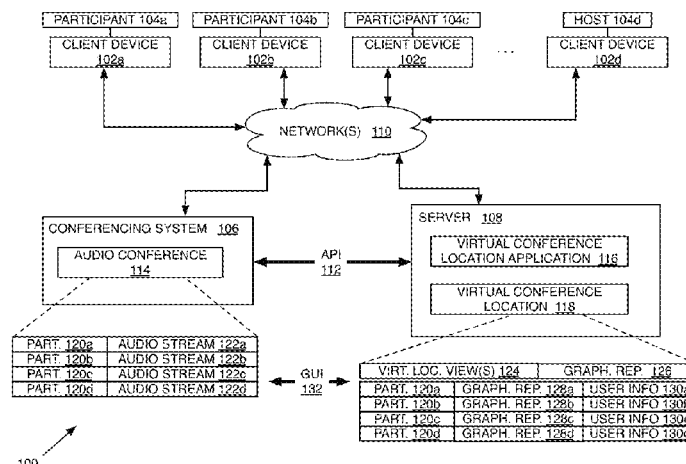
Various embodiments of systems, methods, and computer programs are disclosed for providing a virtual conference. One embodiment is a method for providing a virtual conference that includes a conferencing system obtaining participant location information associated with a plurality of participant identifiers, the conferencing system establishing an audio conference with participants associated with the plurality of participant identifiers, and executing logic that selects a stored representation and communicates the stored representation to a rendering device that displays, during the audio conference, a graphical view responsive to the stored representation on a display device. A distributed system includes a conferencing system that establishes an audio conference among participants and a licensing application that communicates a representation to a rendering device that displays, during the audio conference, a graphical view responsive to the representation on the display device.

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20 Claims, 69 Drawing Sheets



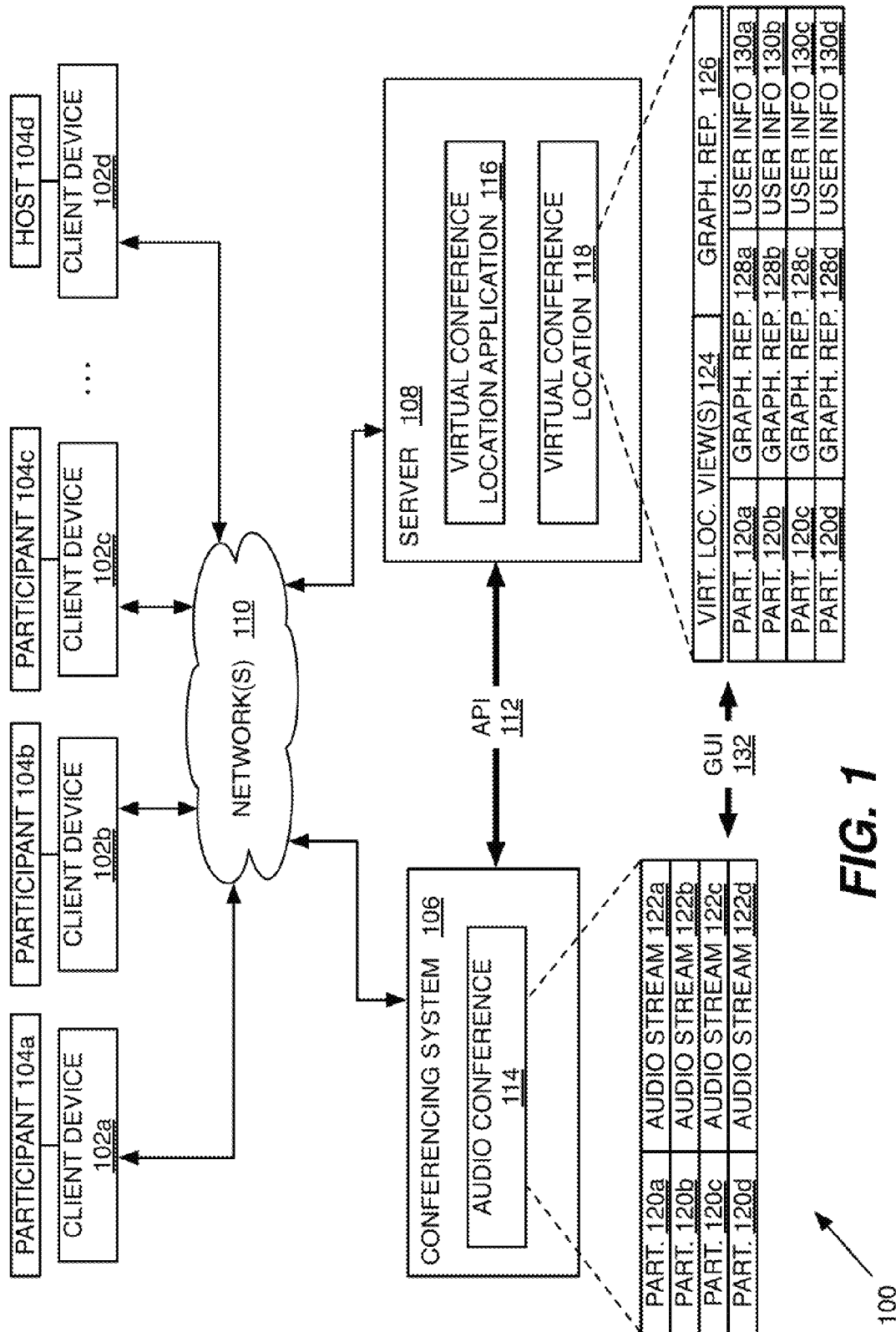
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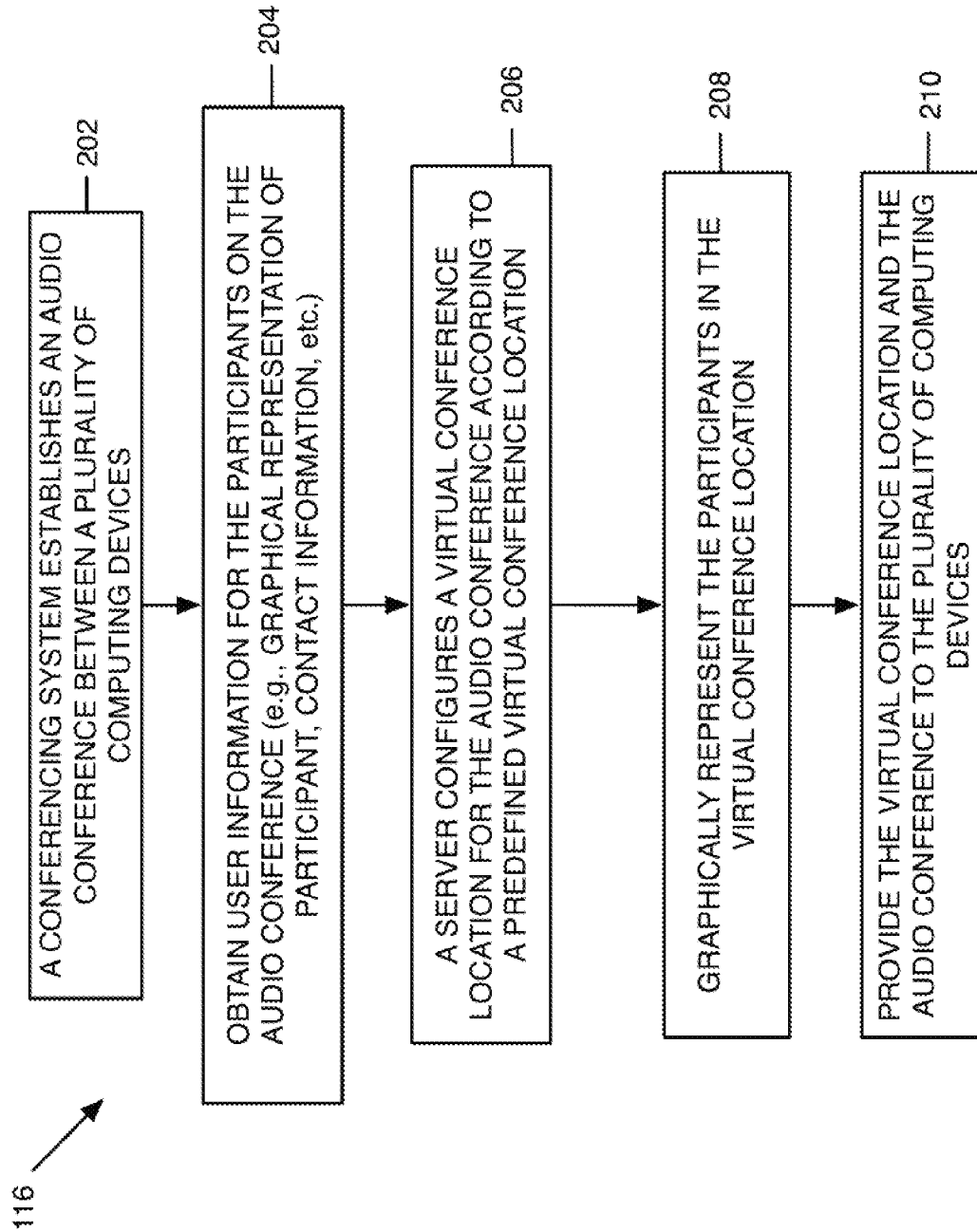
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**FIG. 2**

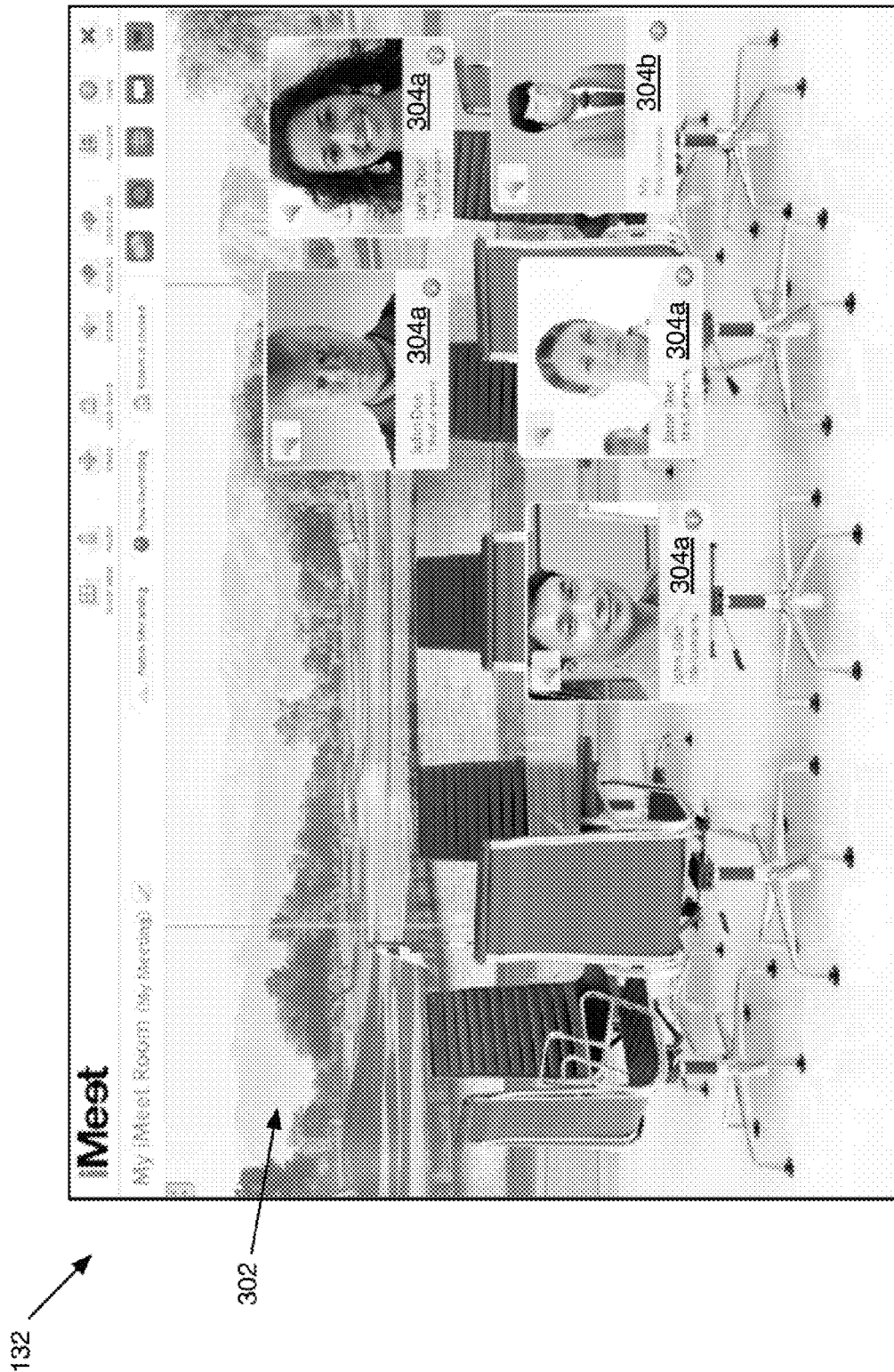


FIG. 3

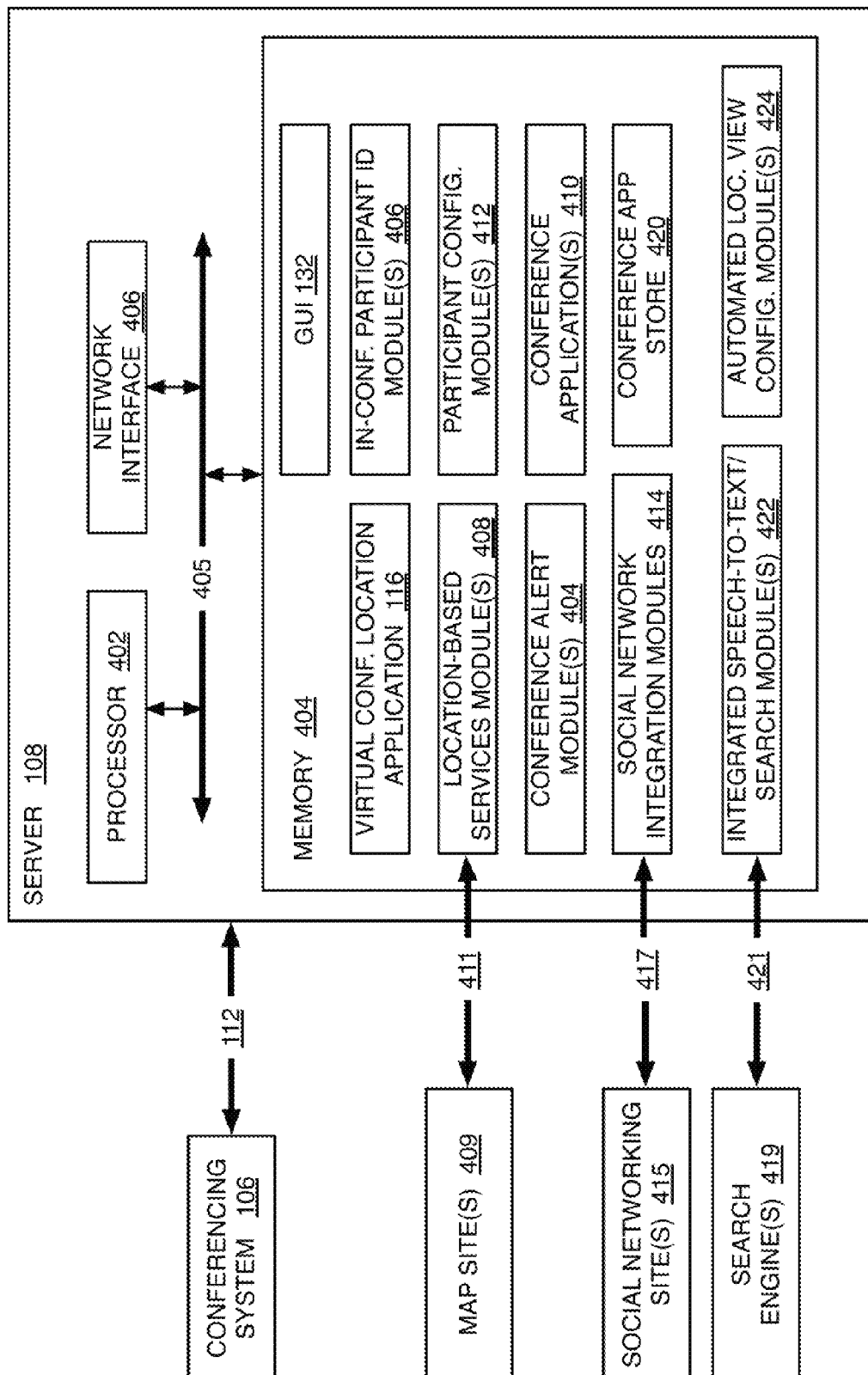
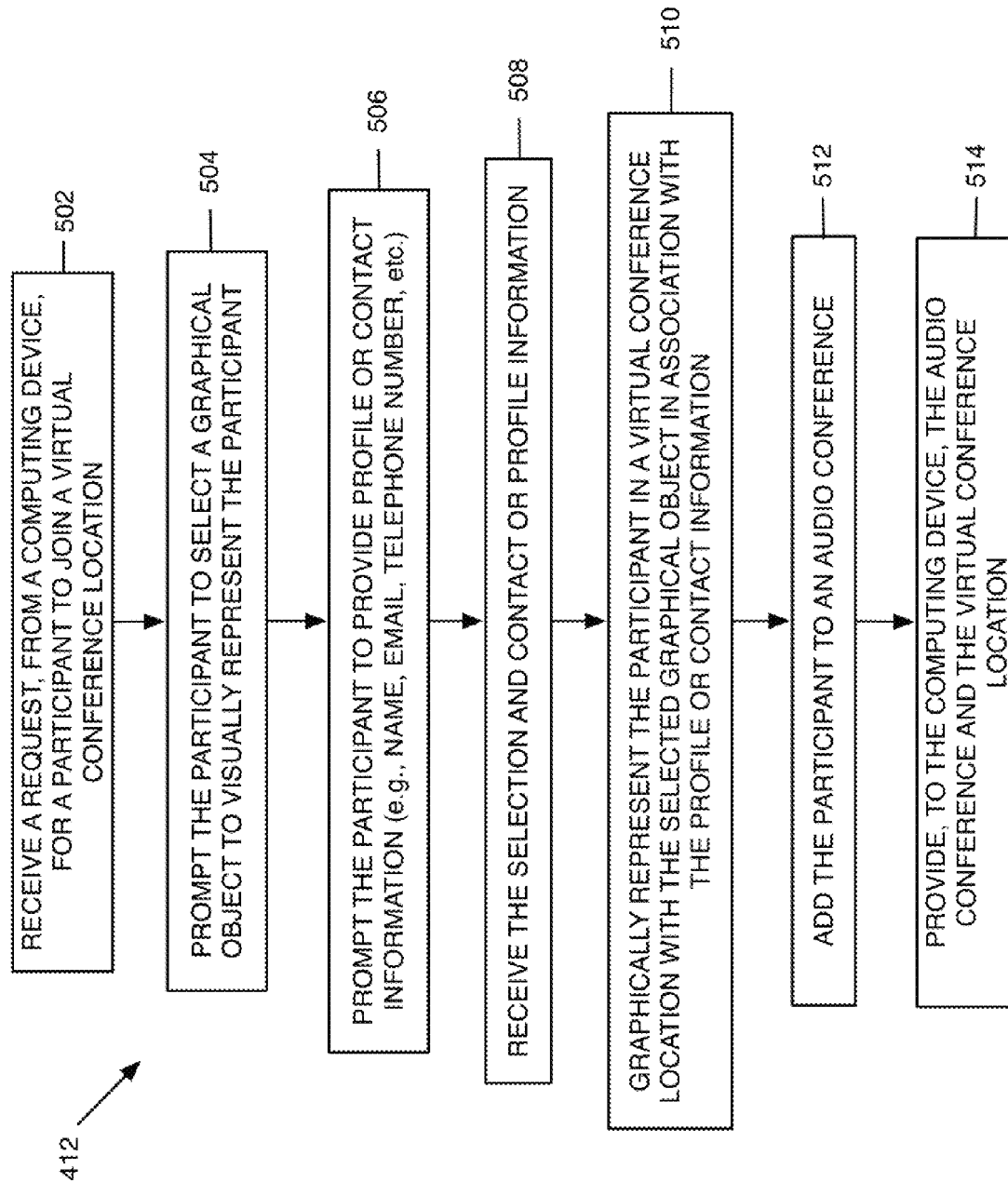


FIG. 4

**FIG. 5**

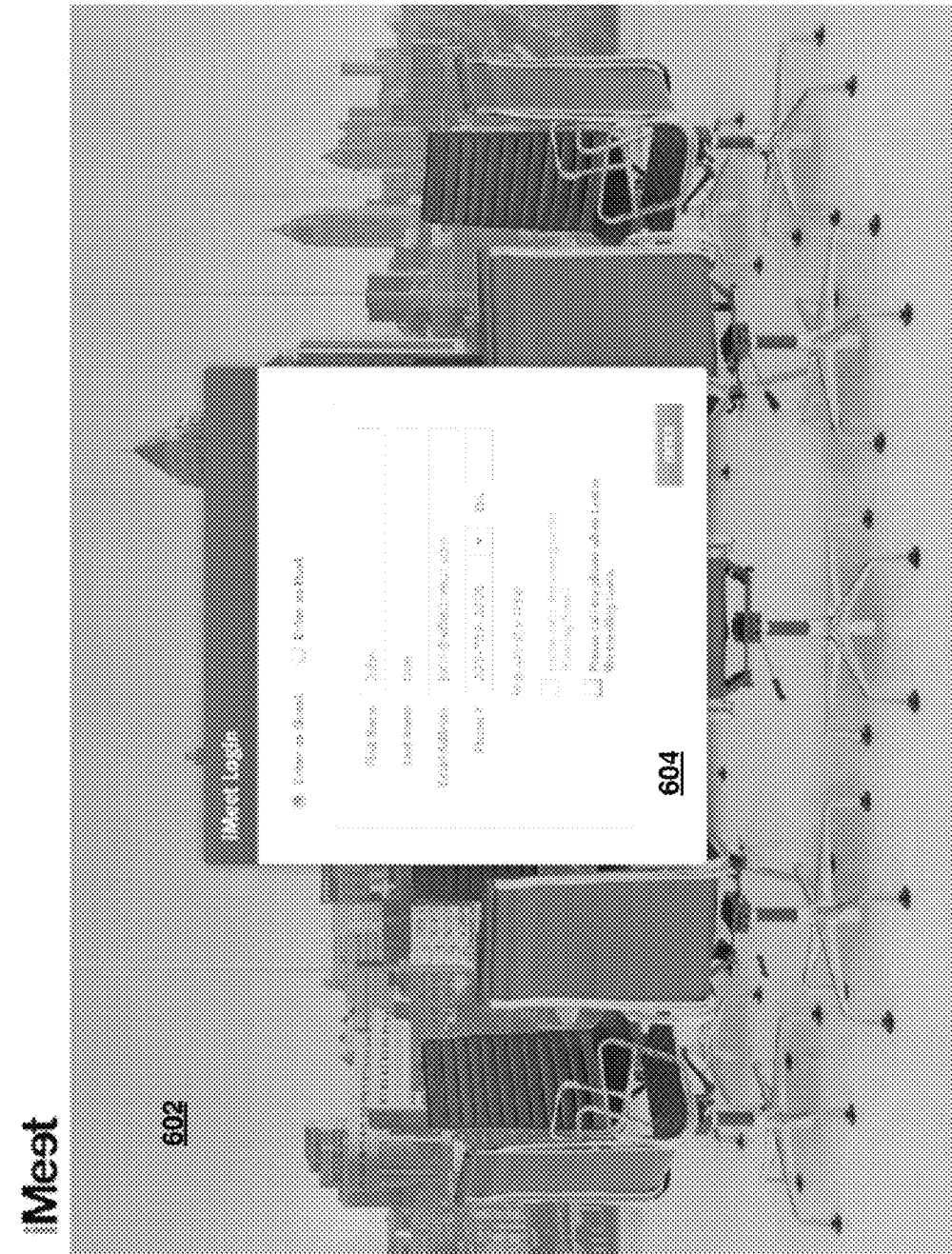


FIG. 6

700 ↗

Meest

602

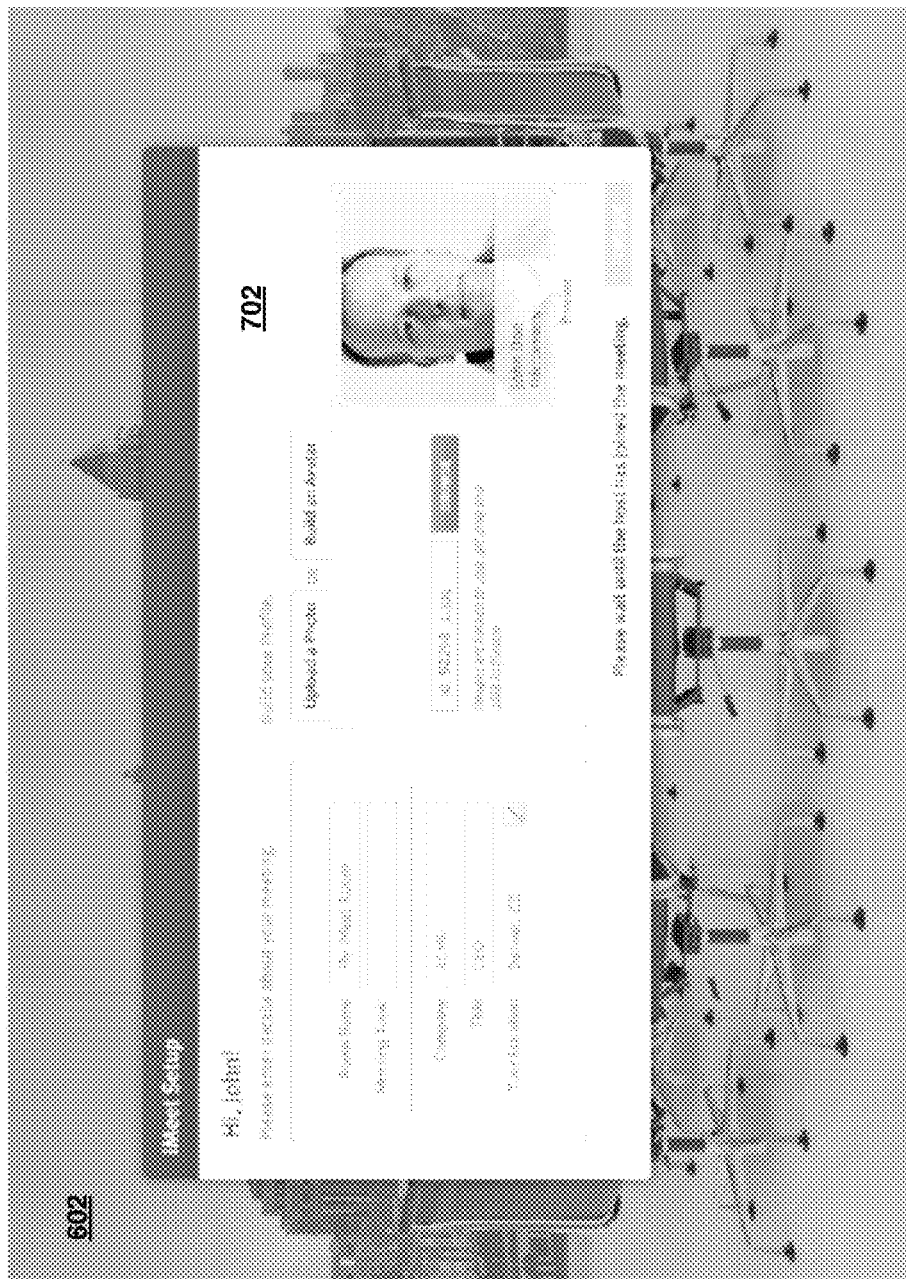


FIG. 7

800



Meest

602

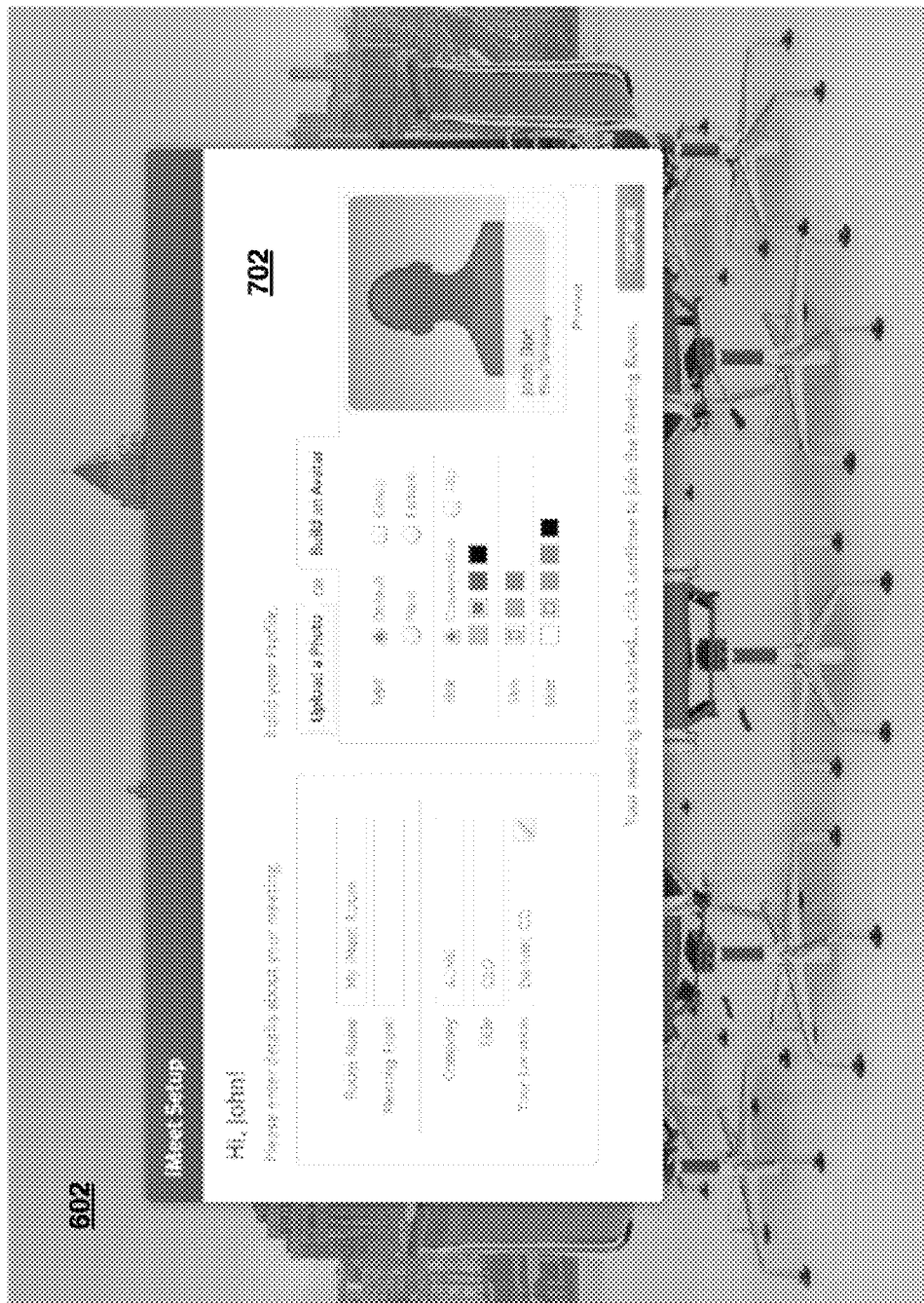


FIG. 8

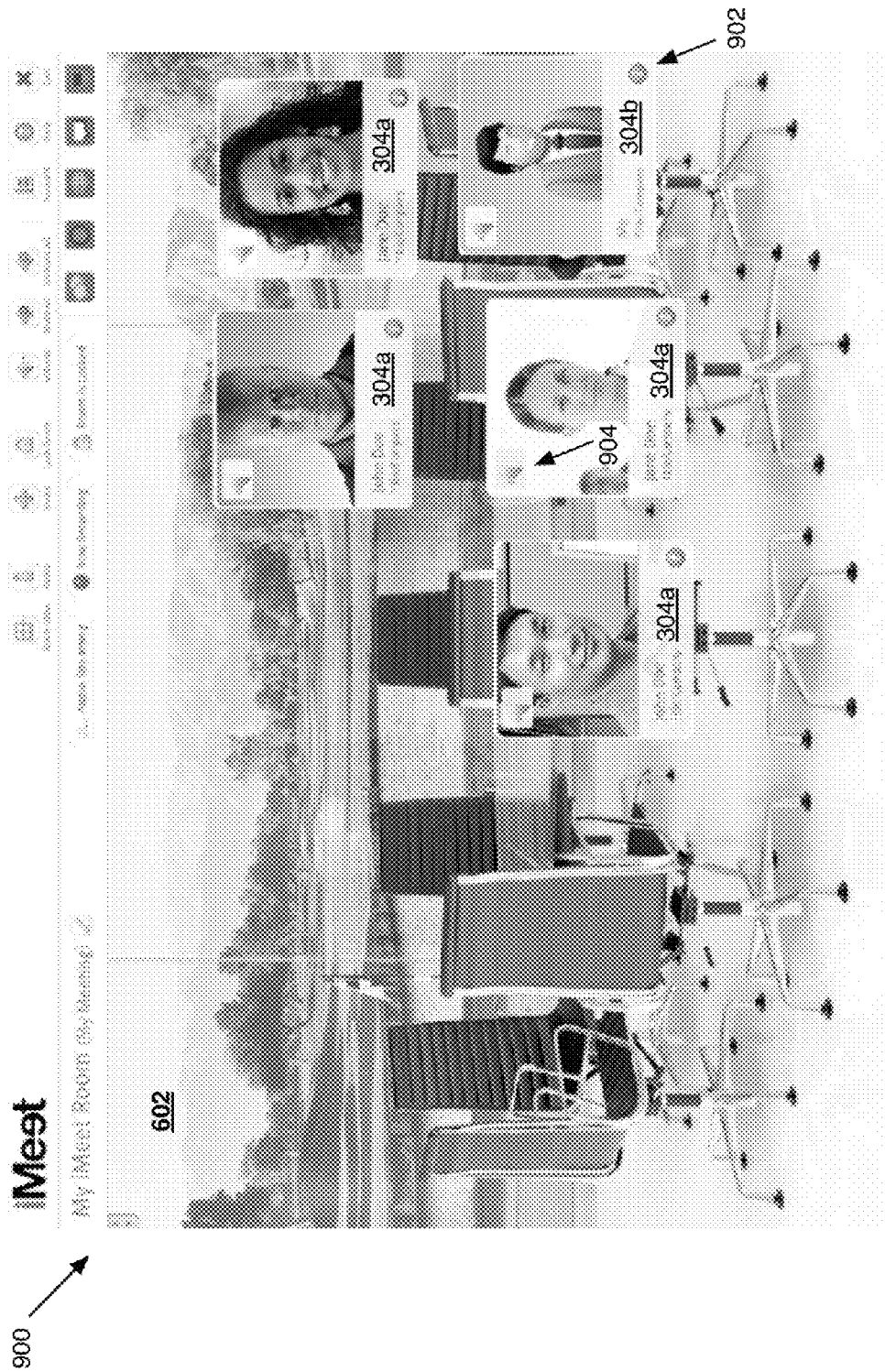


FIG. 9

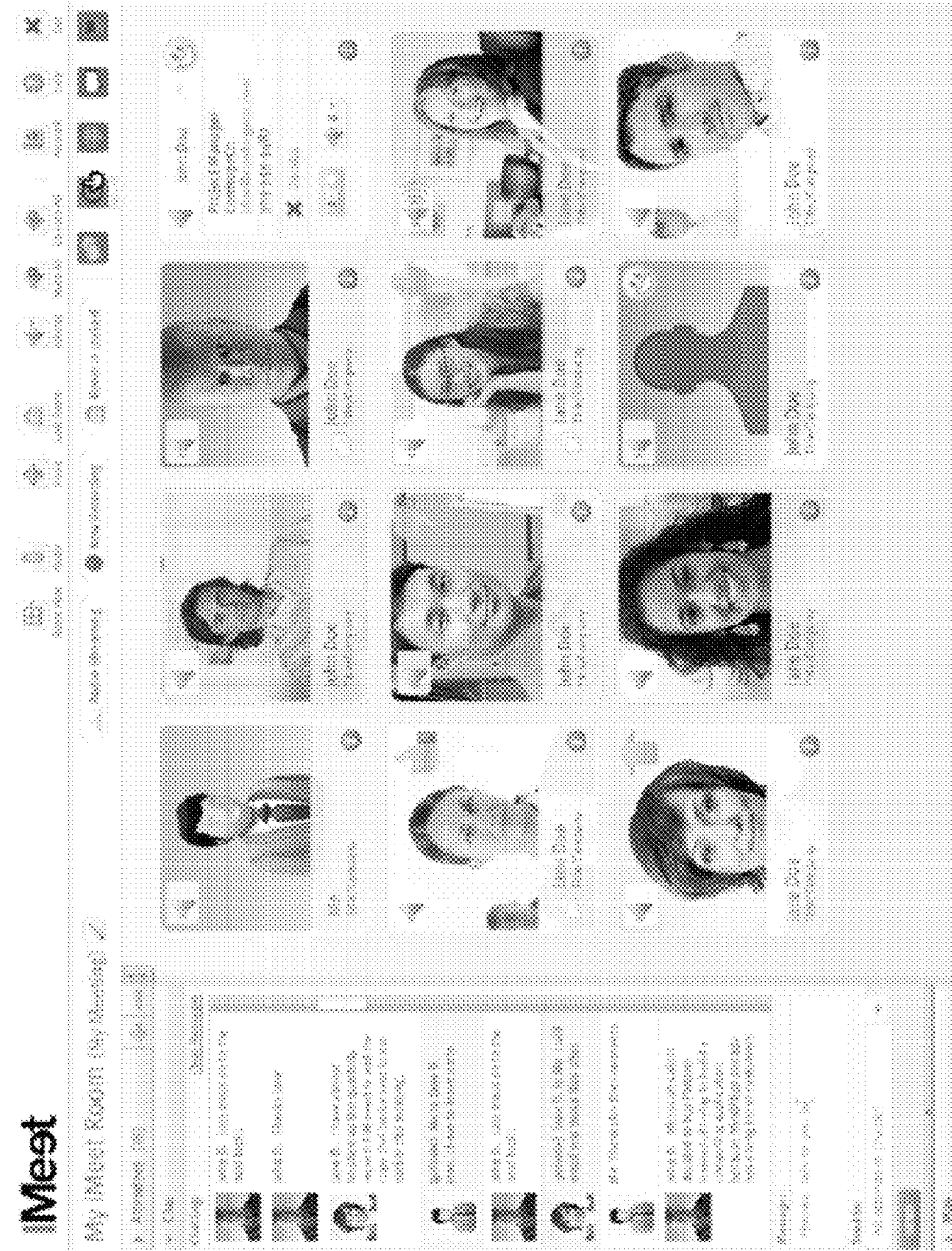


FIG. 10

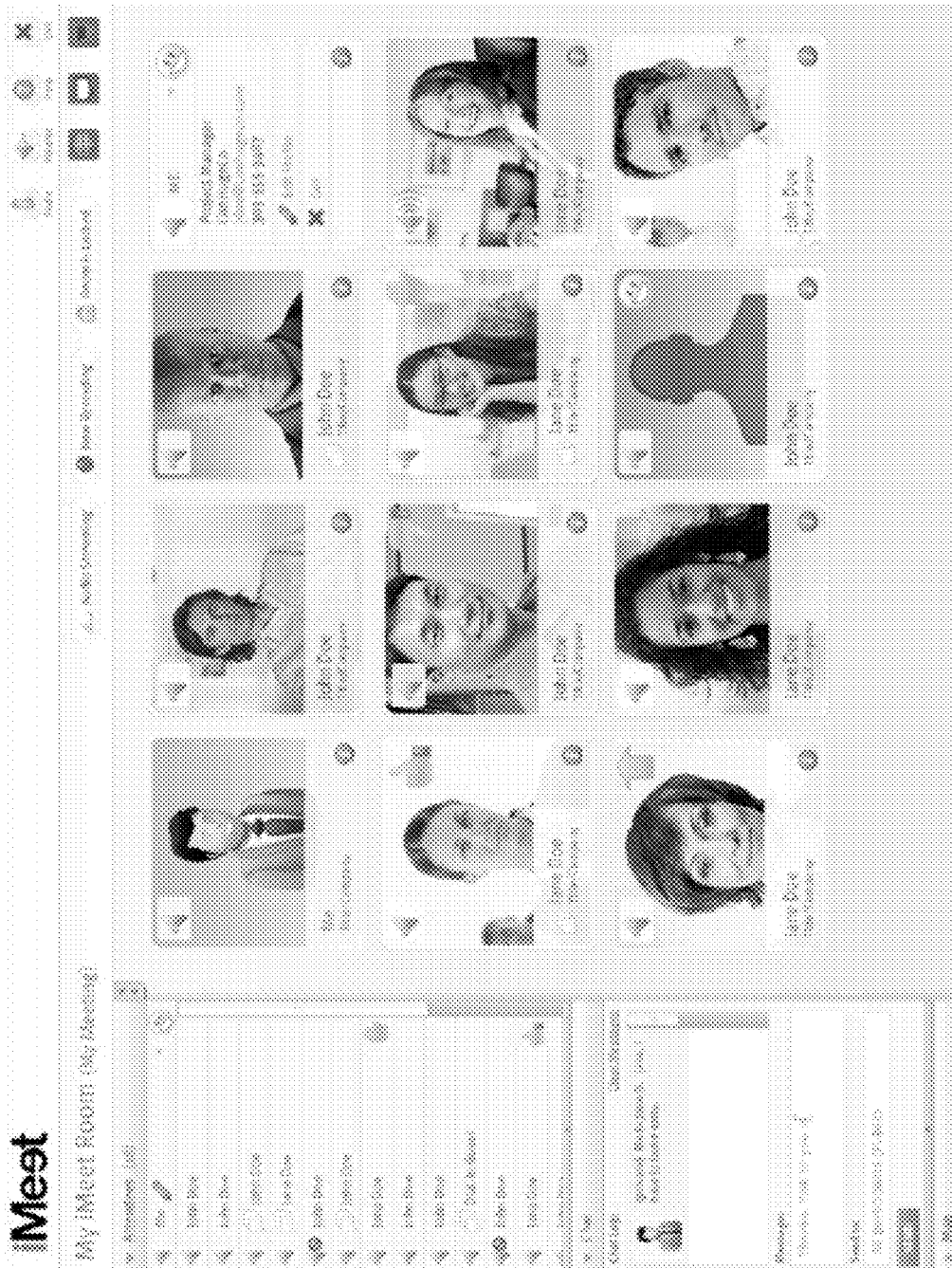


FIG. 11

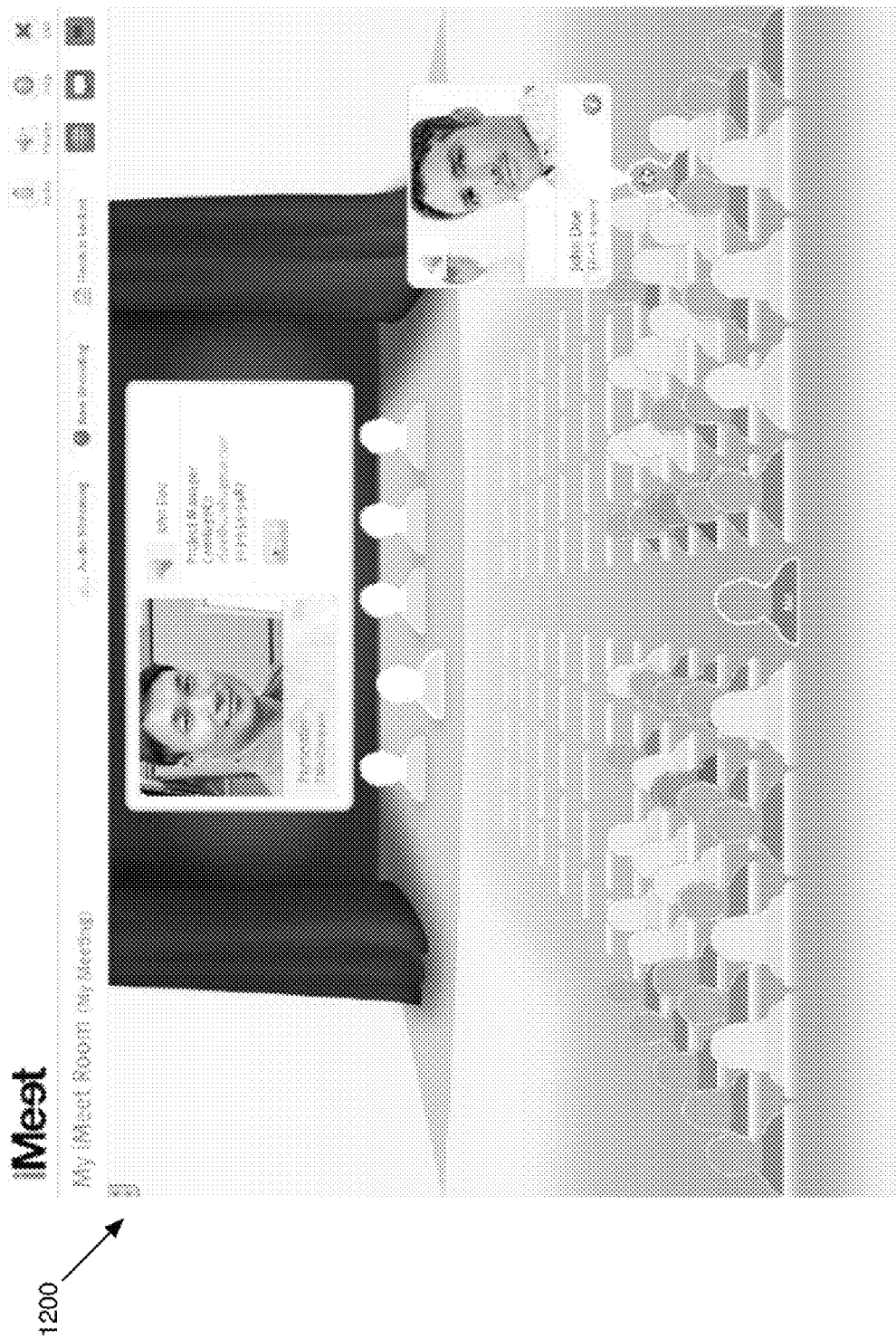


FIG. 12

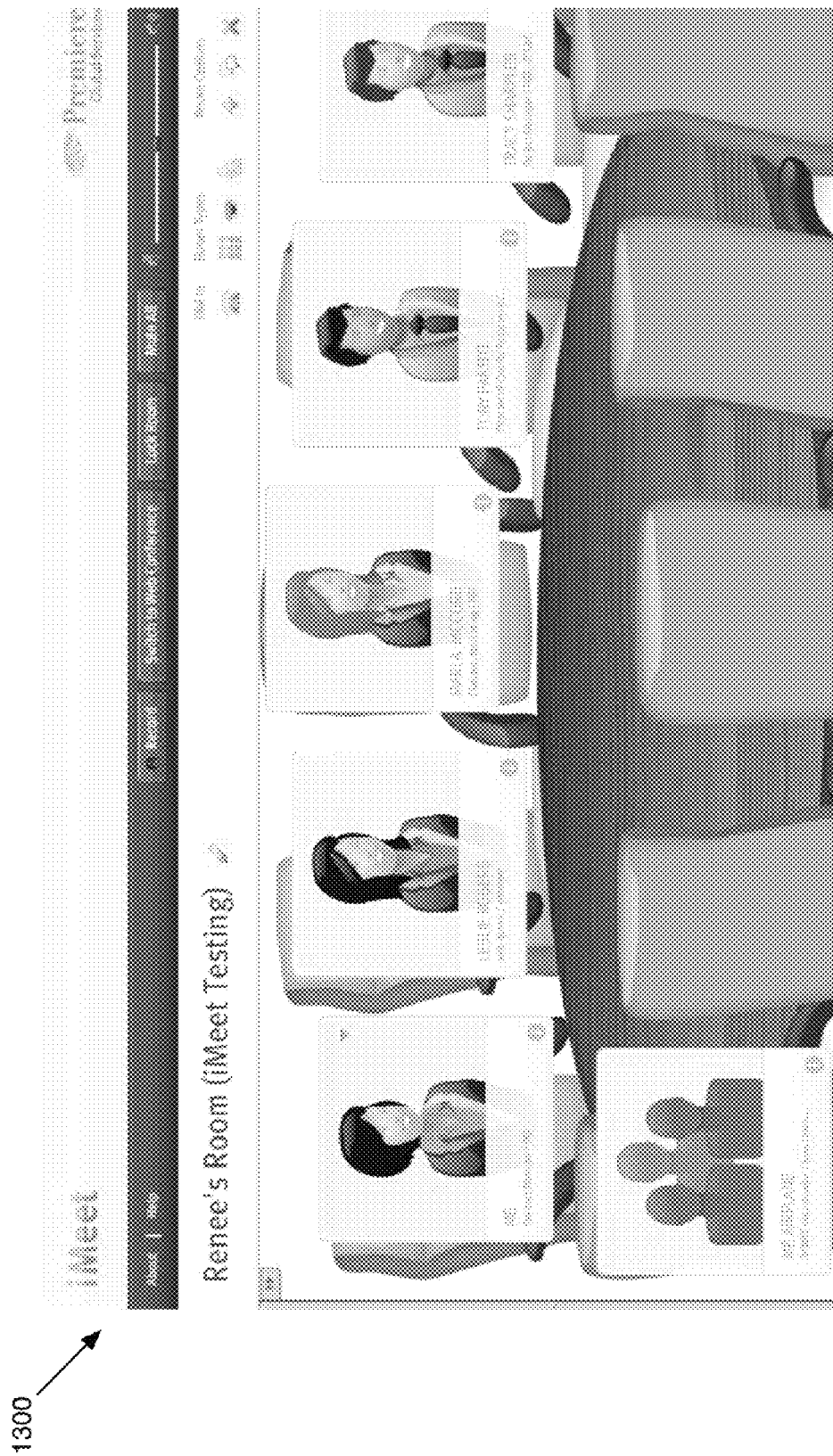


FIG. 13

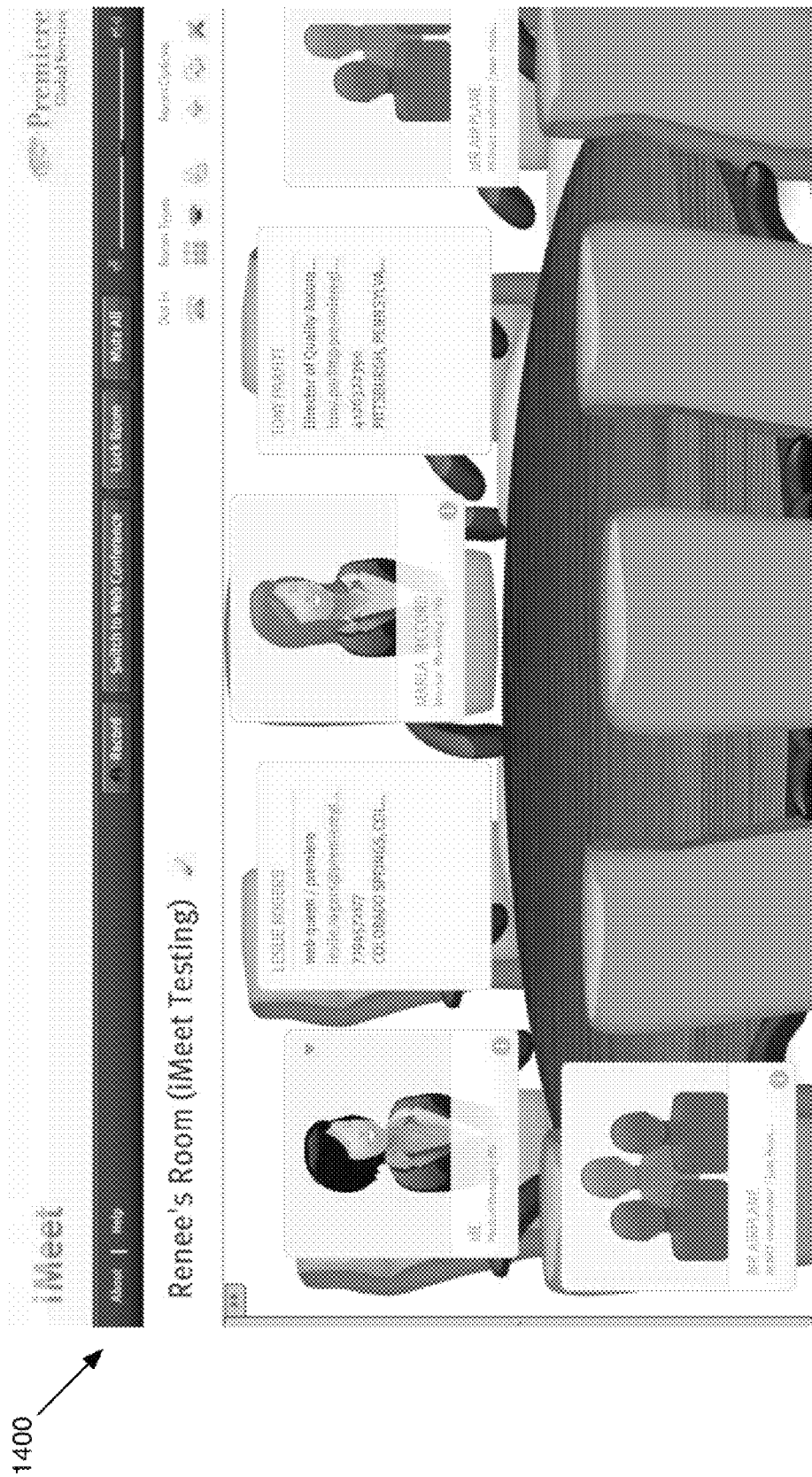
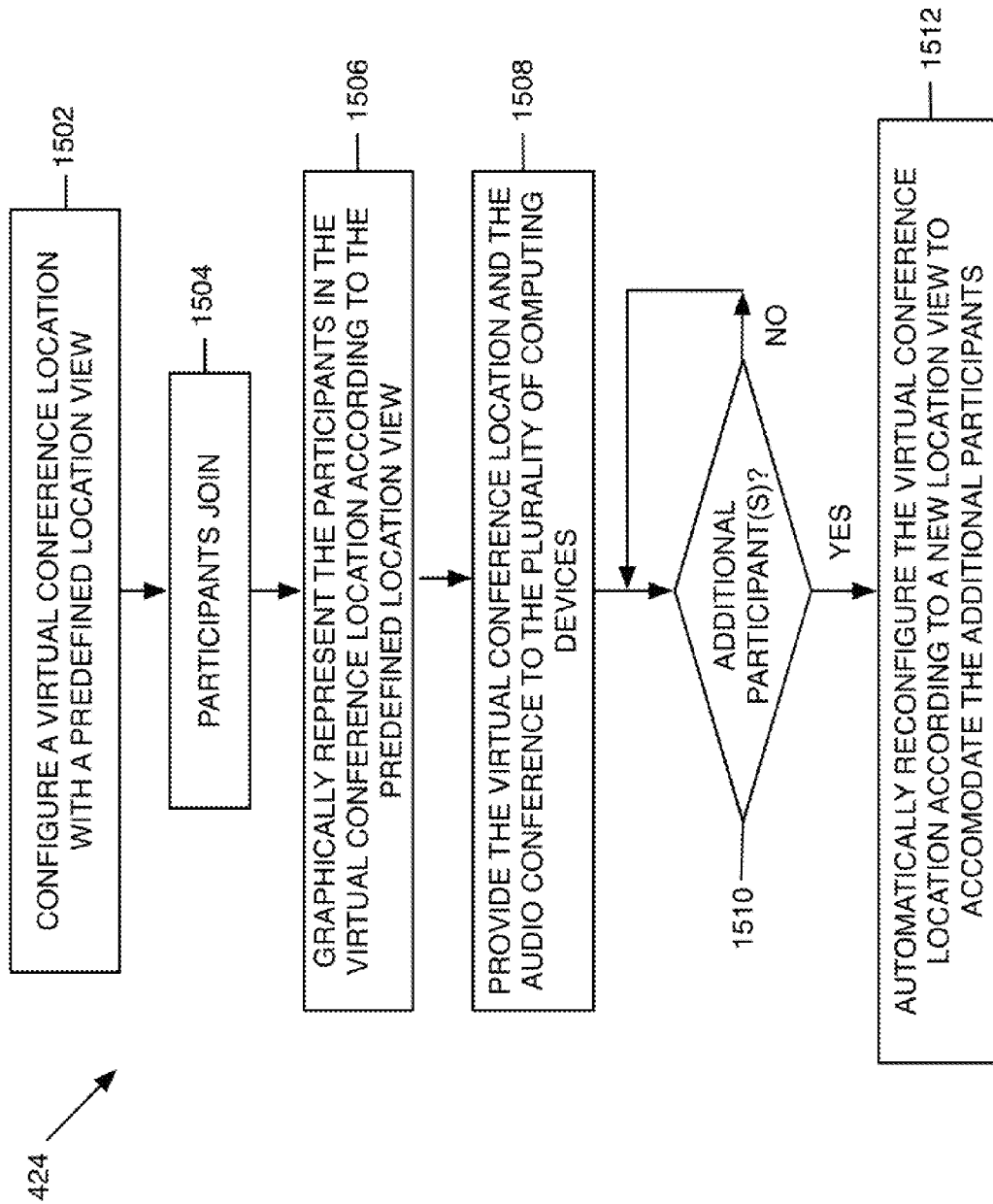


FIG. 14

**FIG. 15**

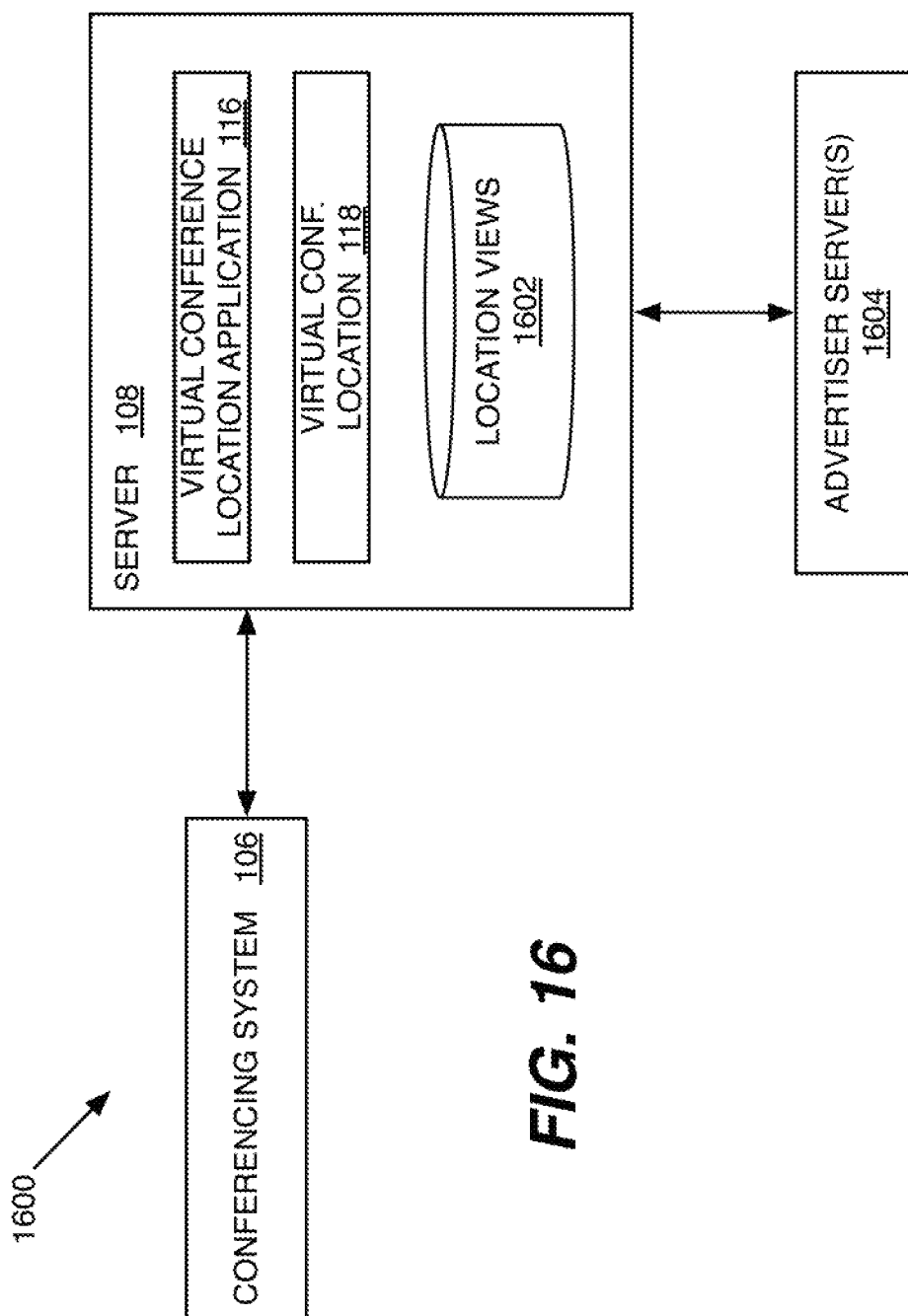


FIG. 16

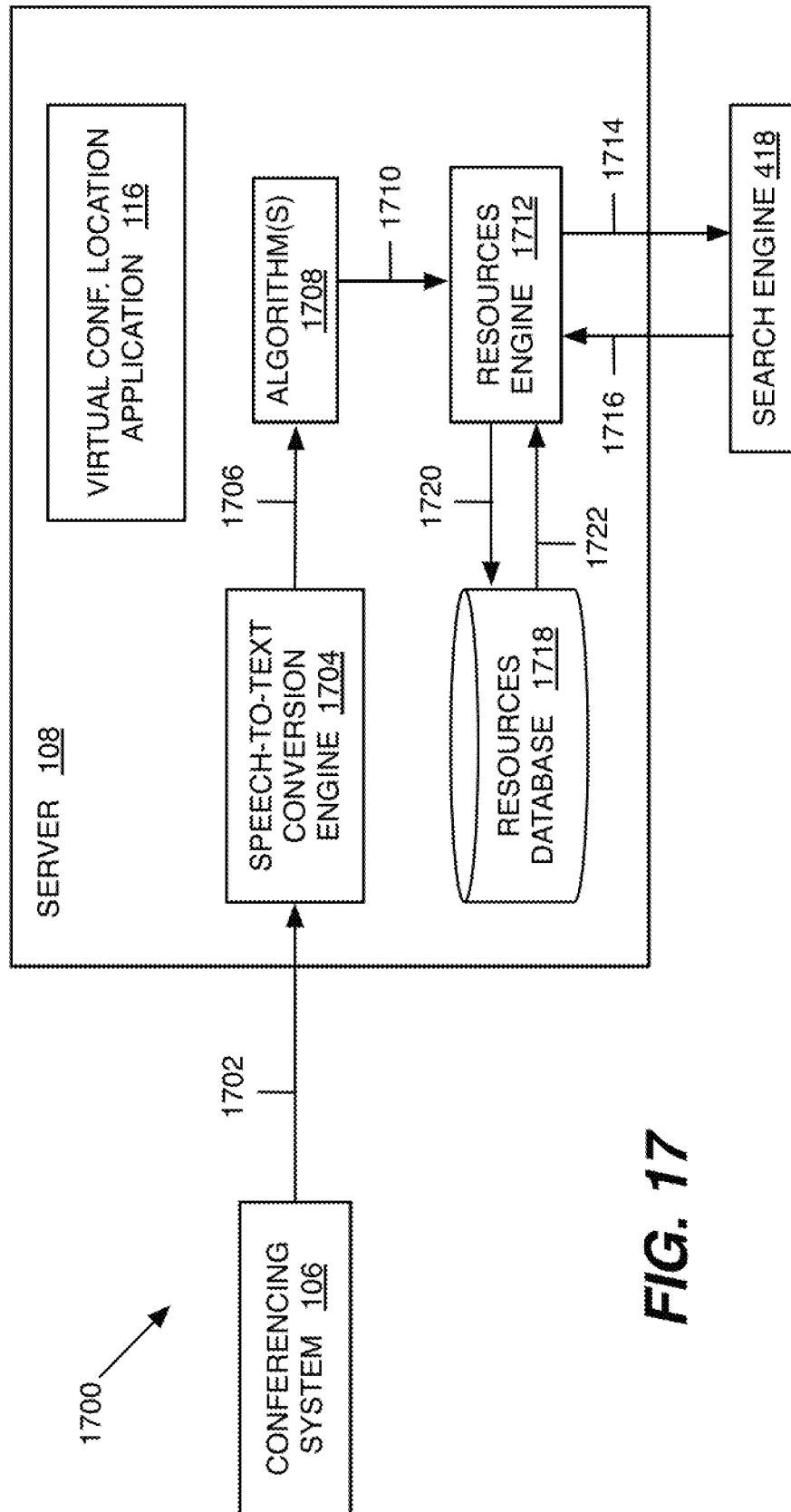


FIG. 17

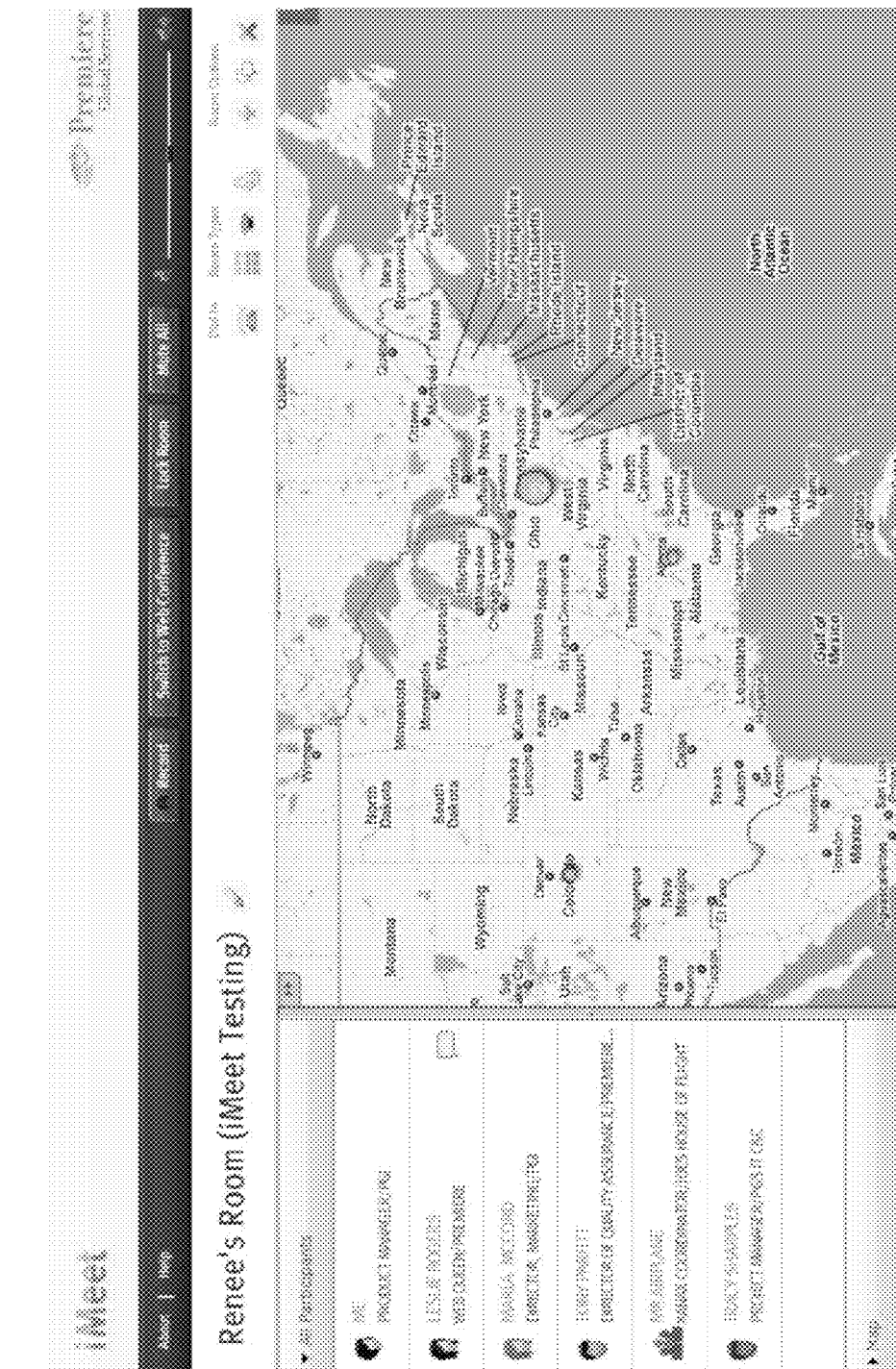


FIG. 18

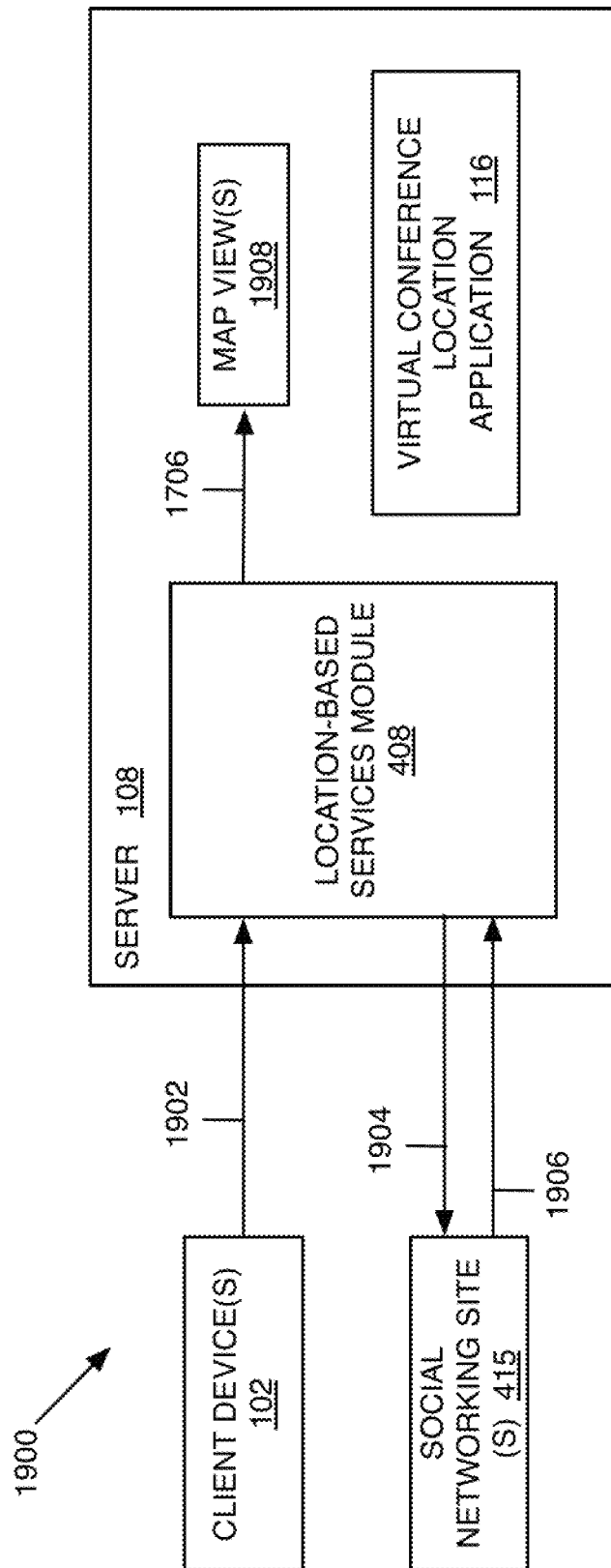


FIG. 19

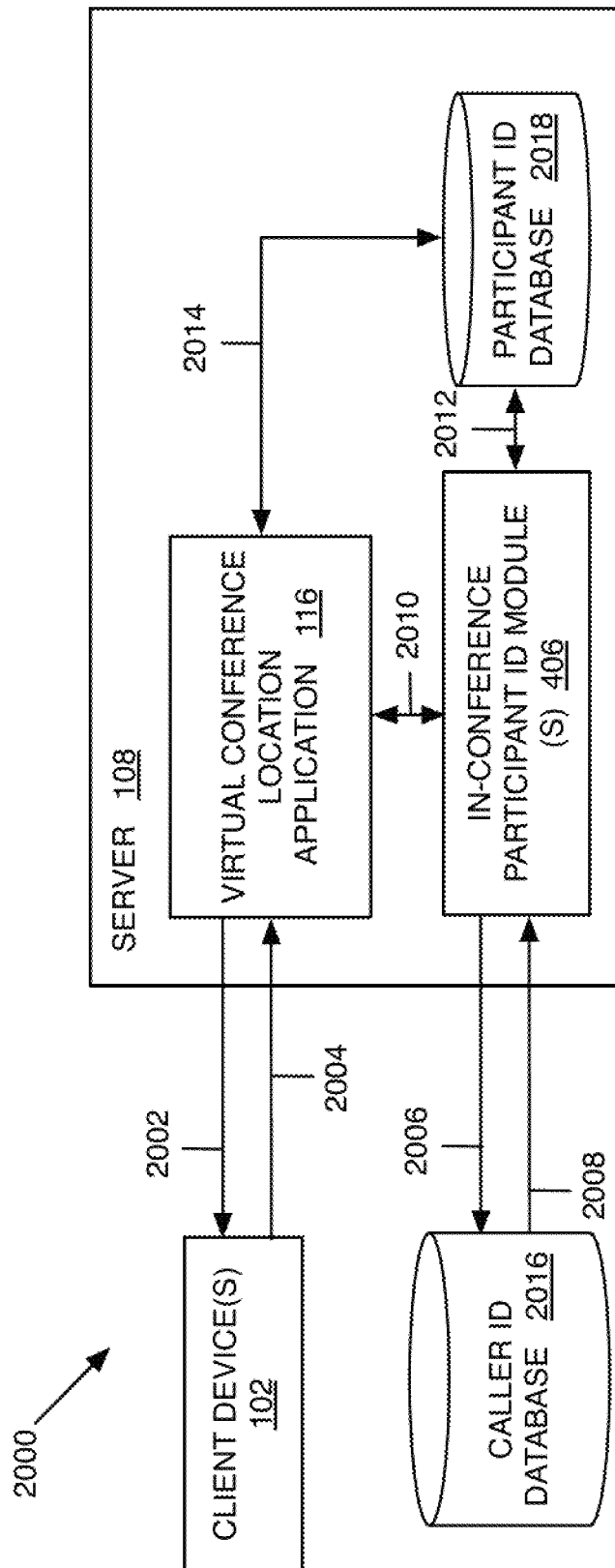


FIG. 20

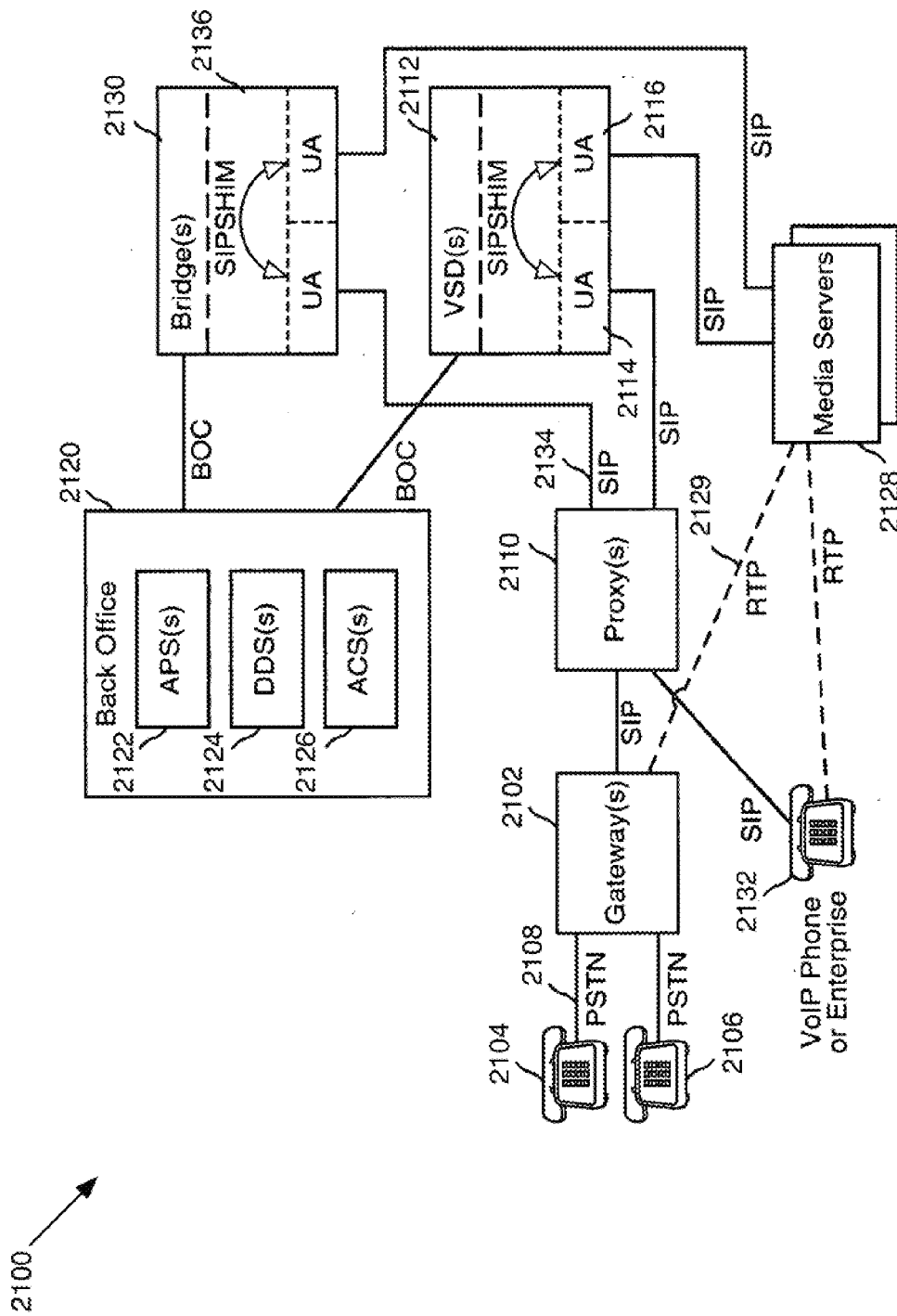
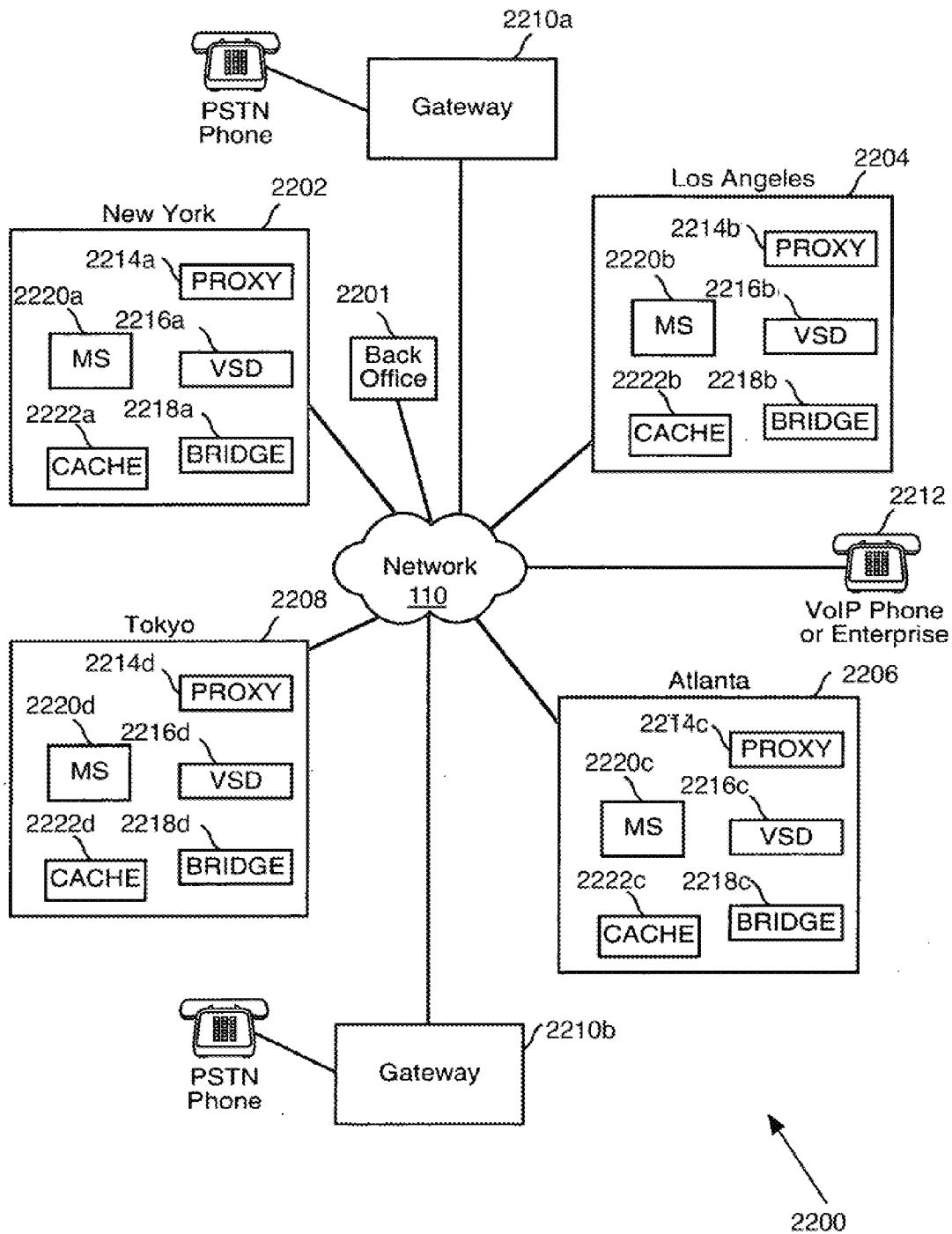


FIG. 21

**FIG. 22**

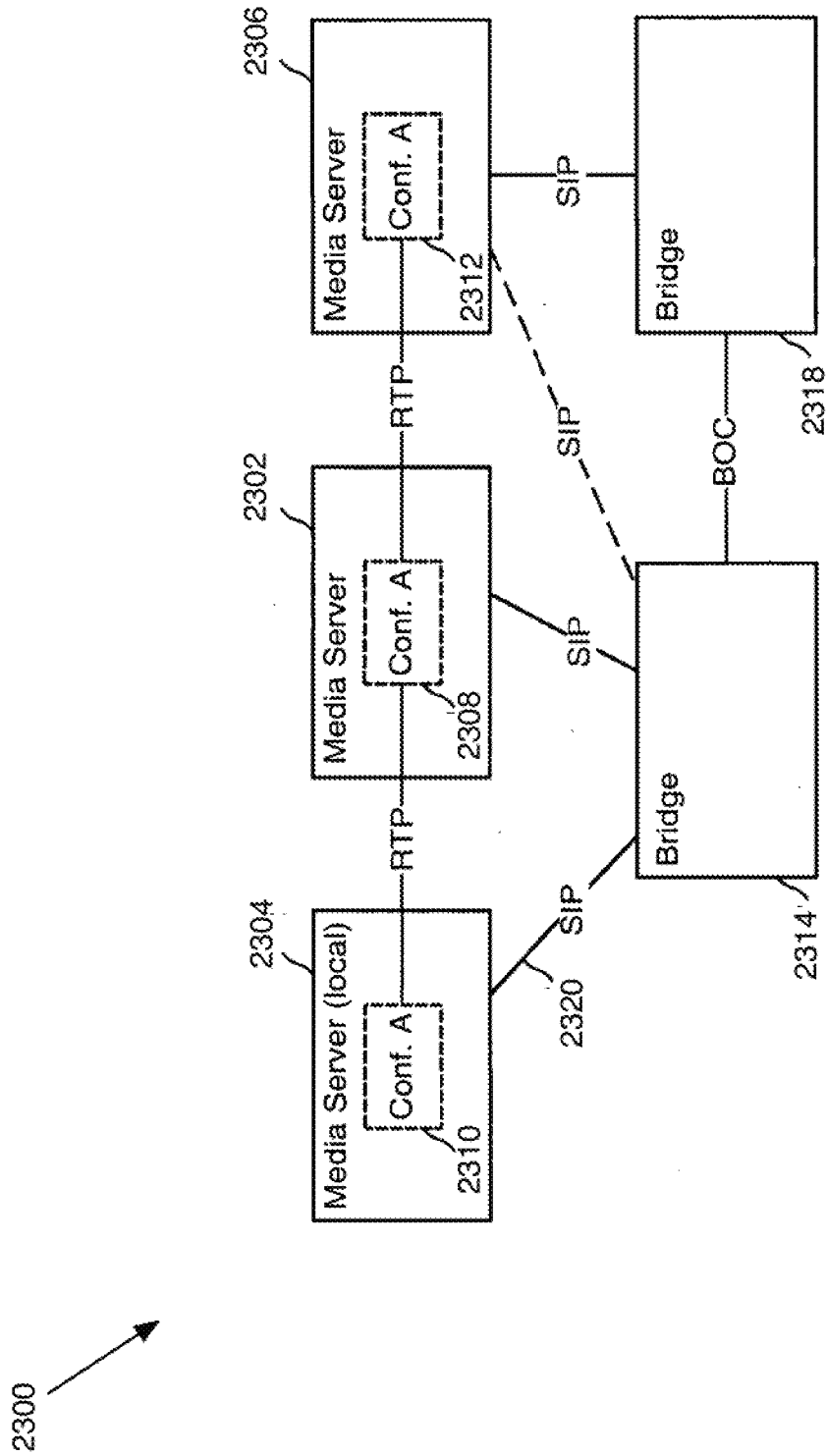
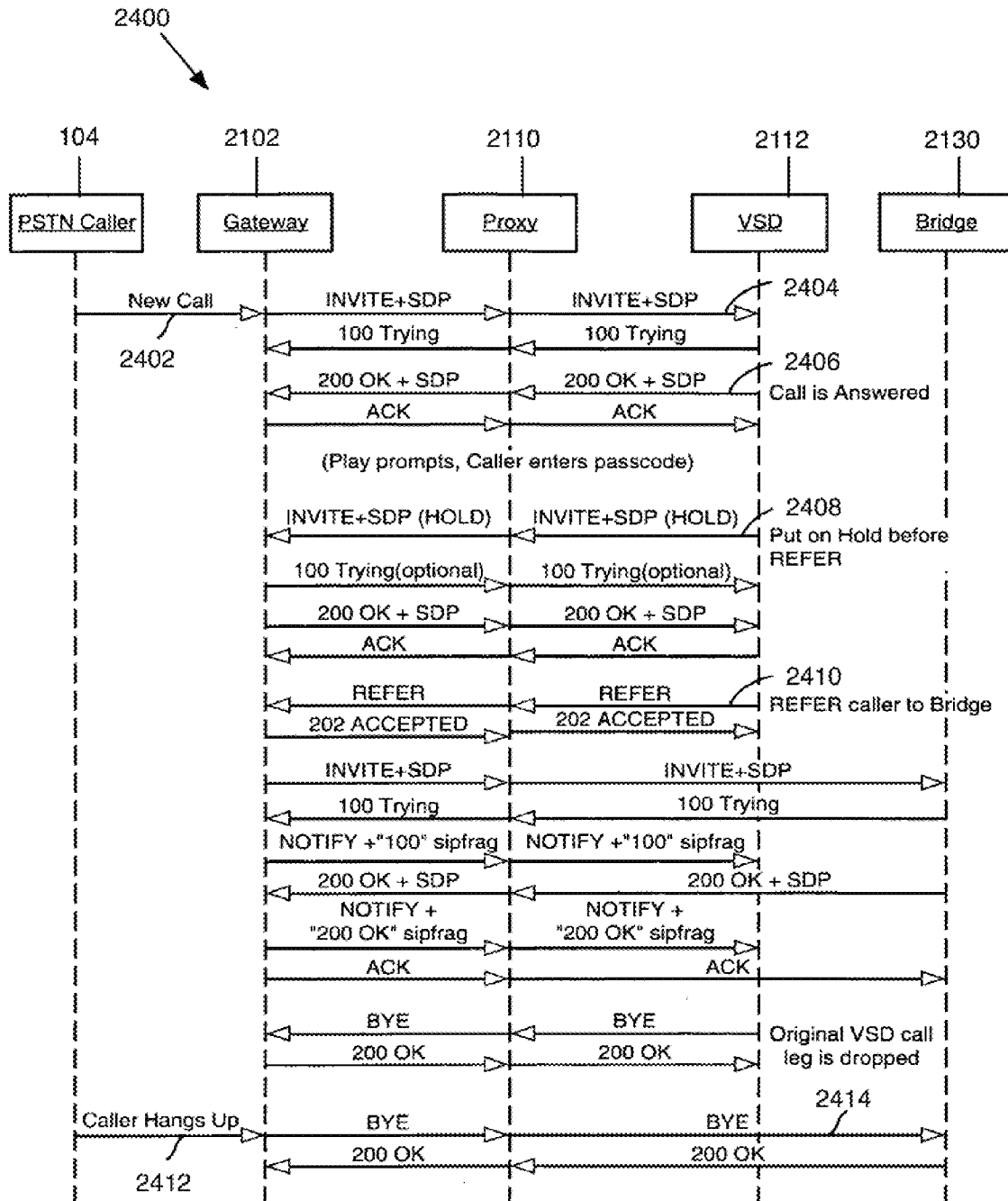
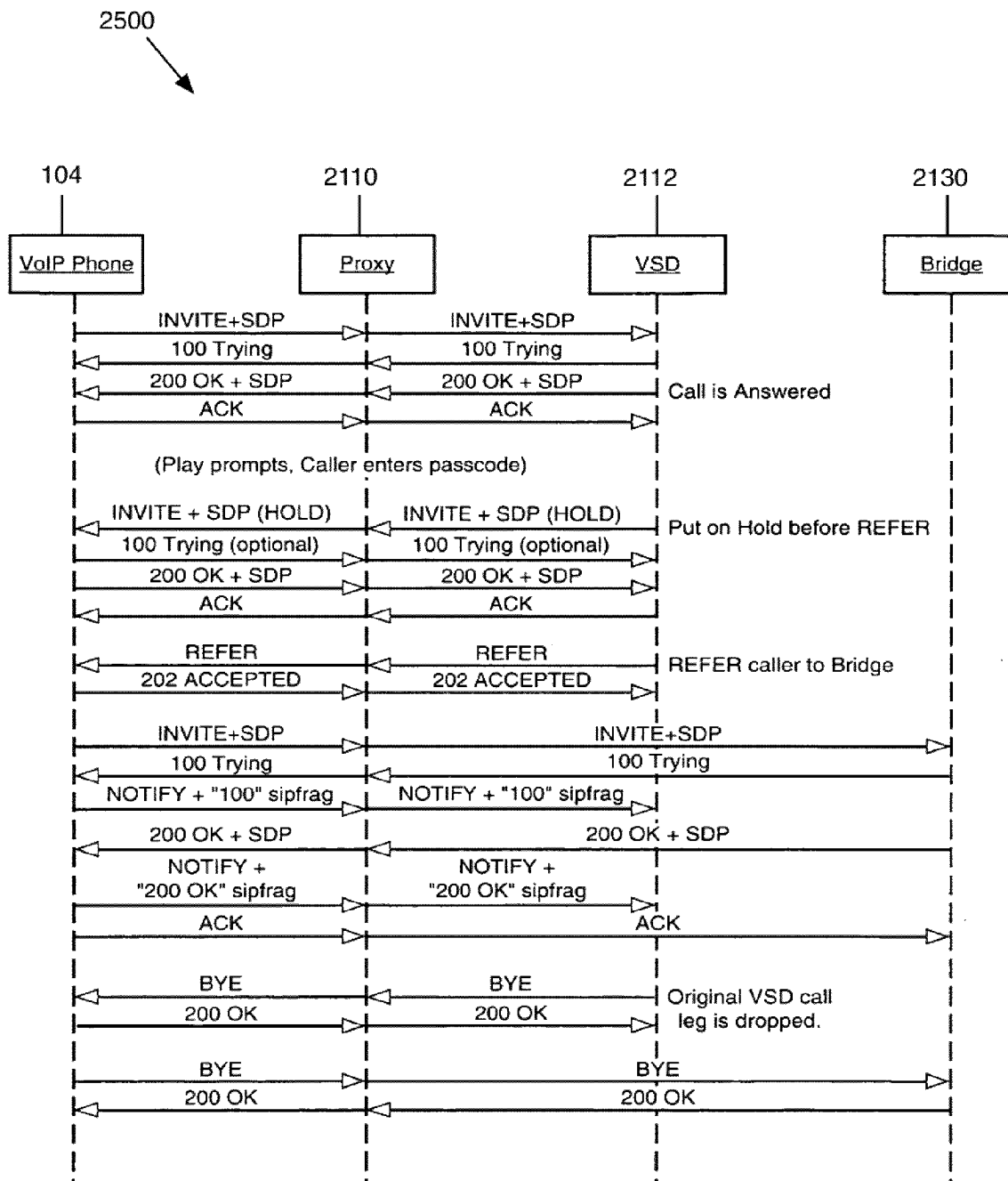
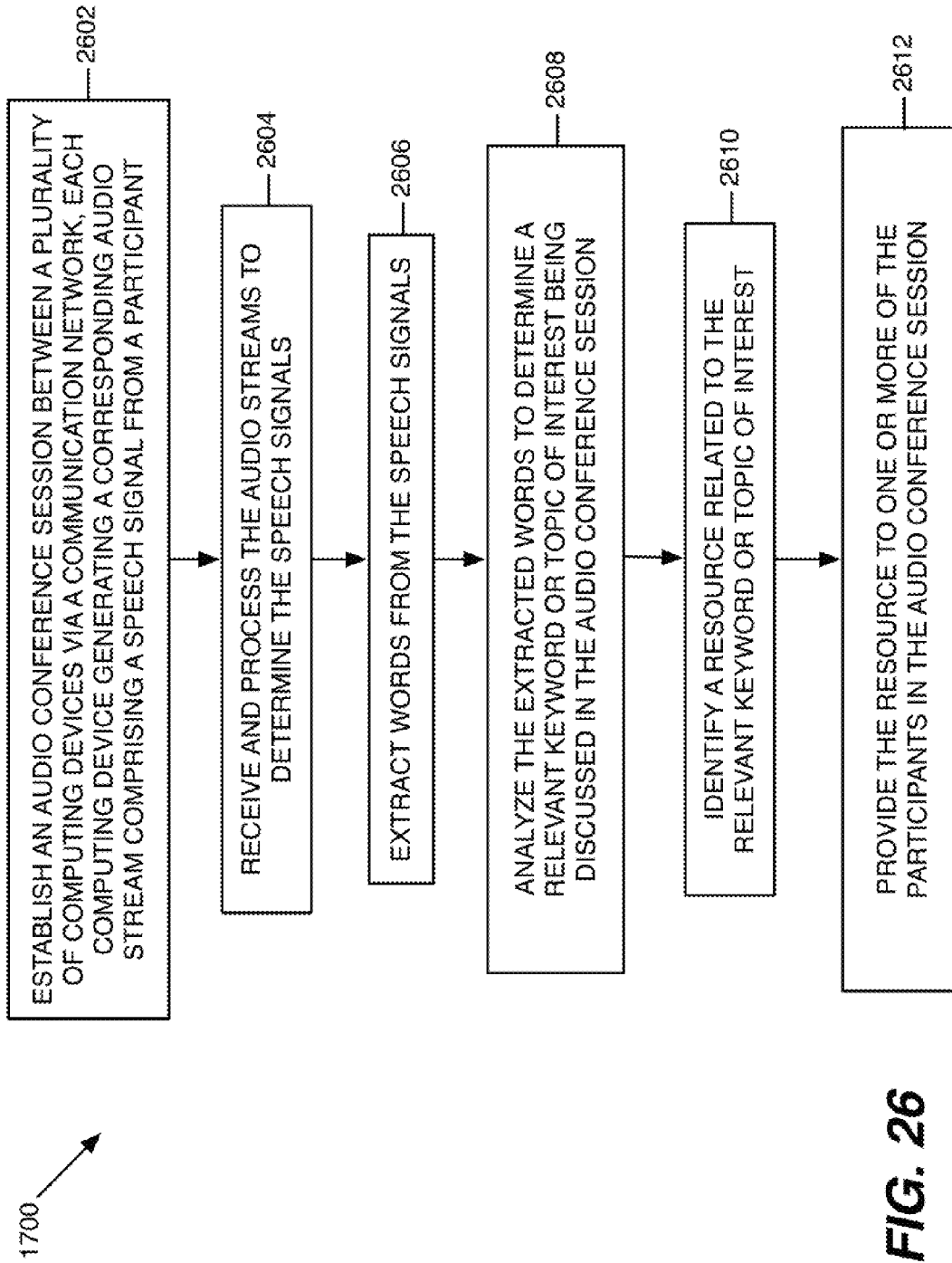


FIG. 23

**FIG. 24**

**FIG. 25**



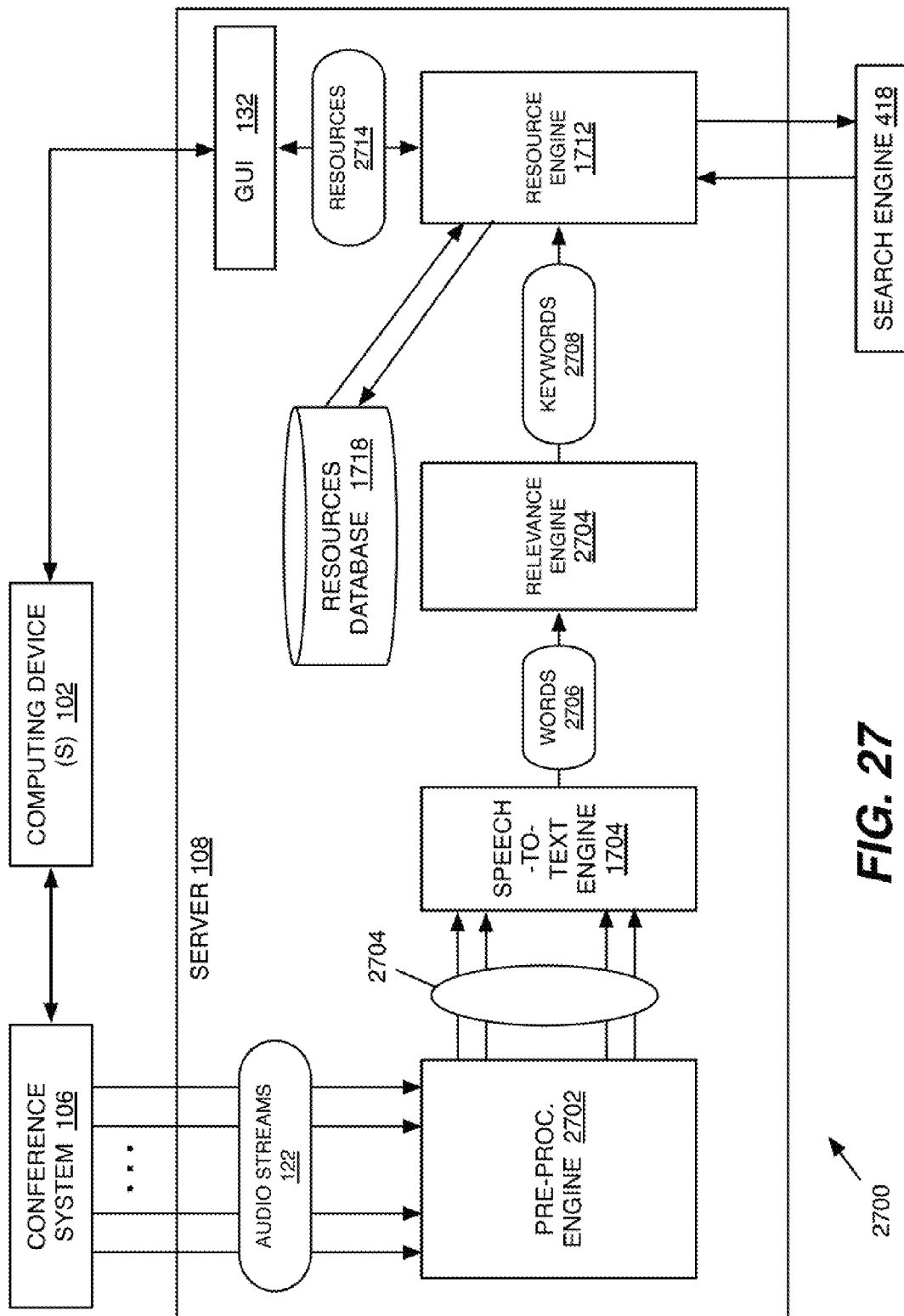
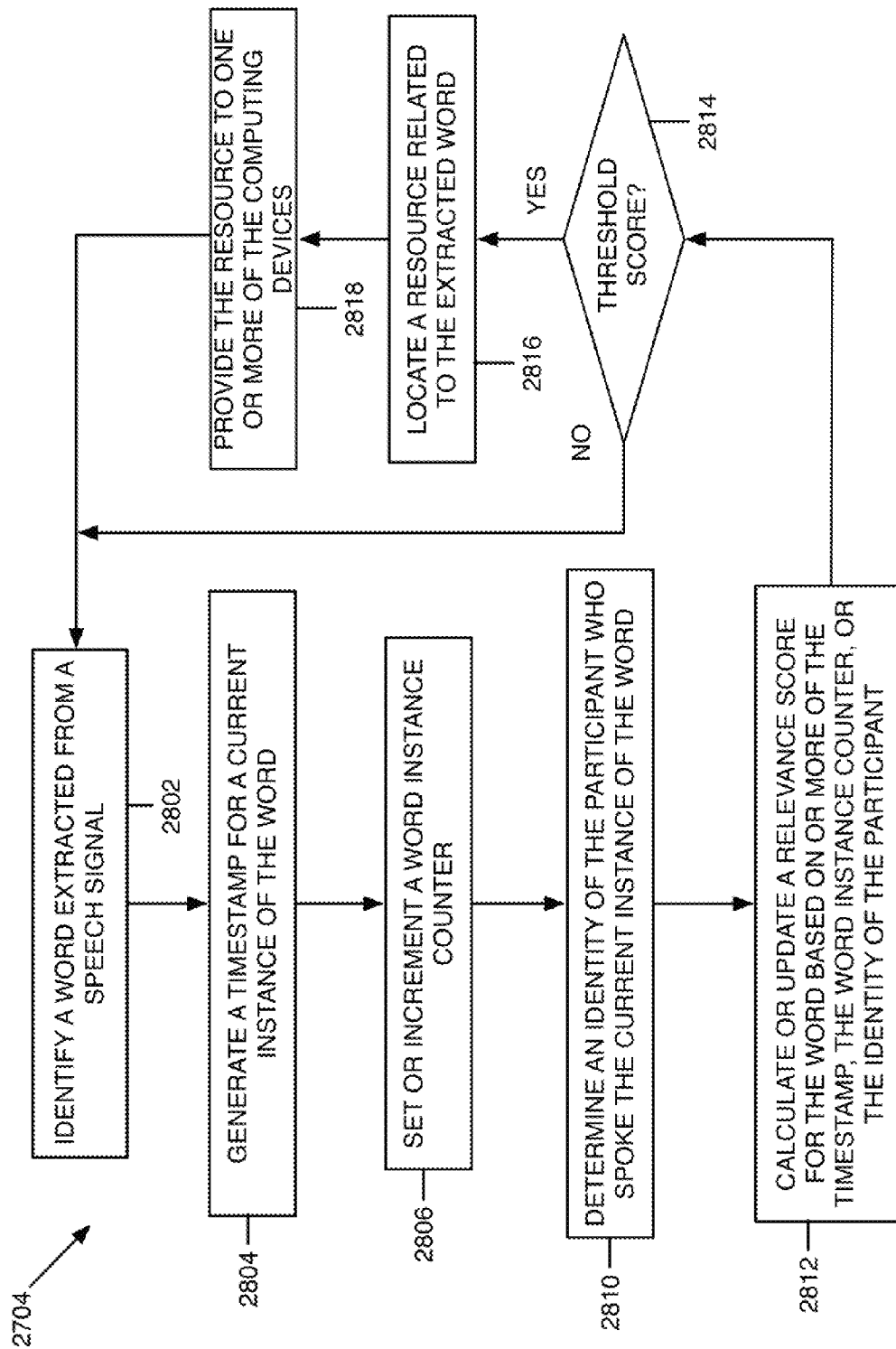


FIG. 27

**FIG. 28**

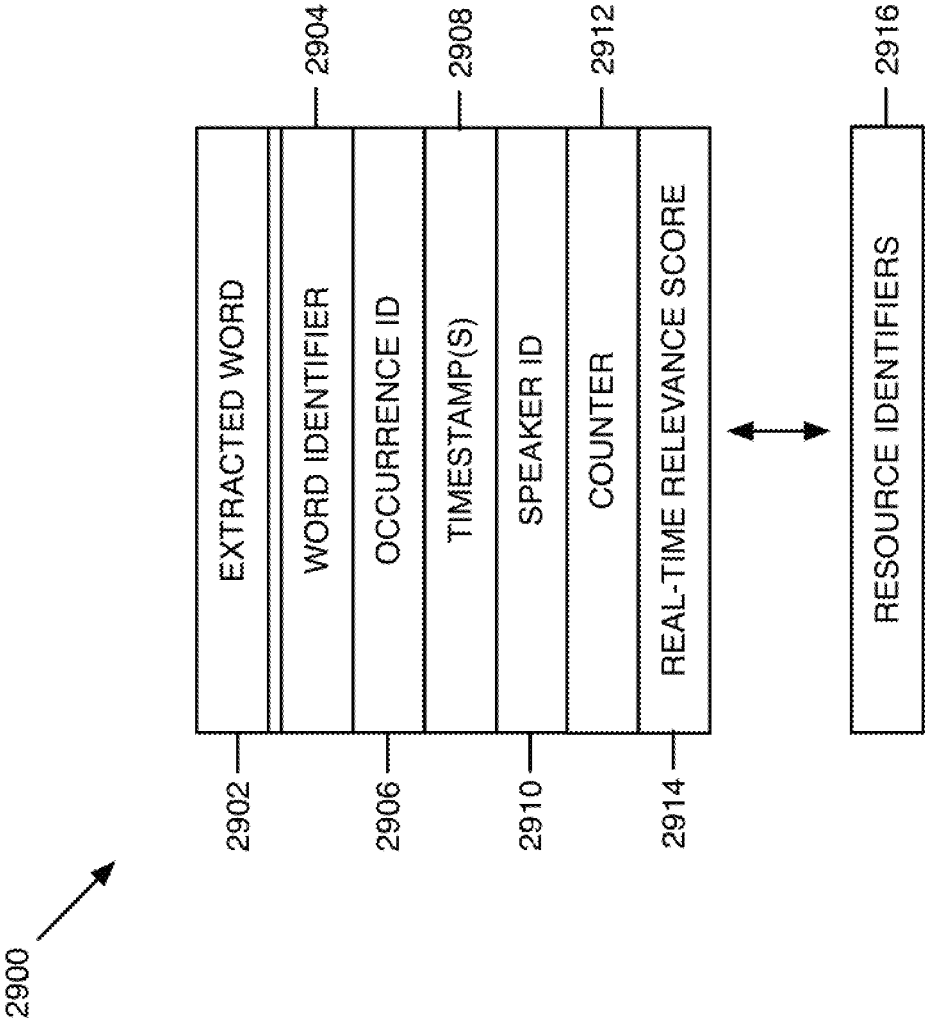
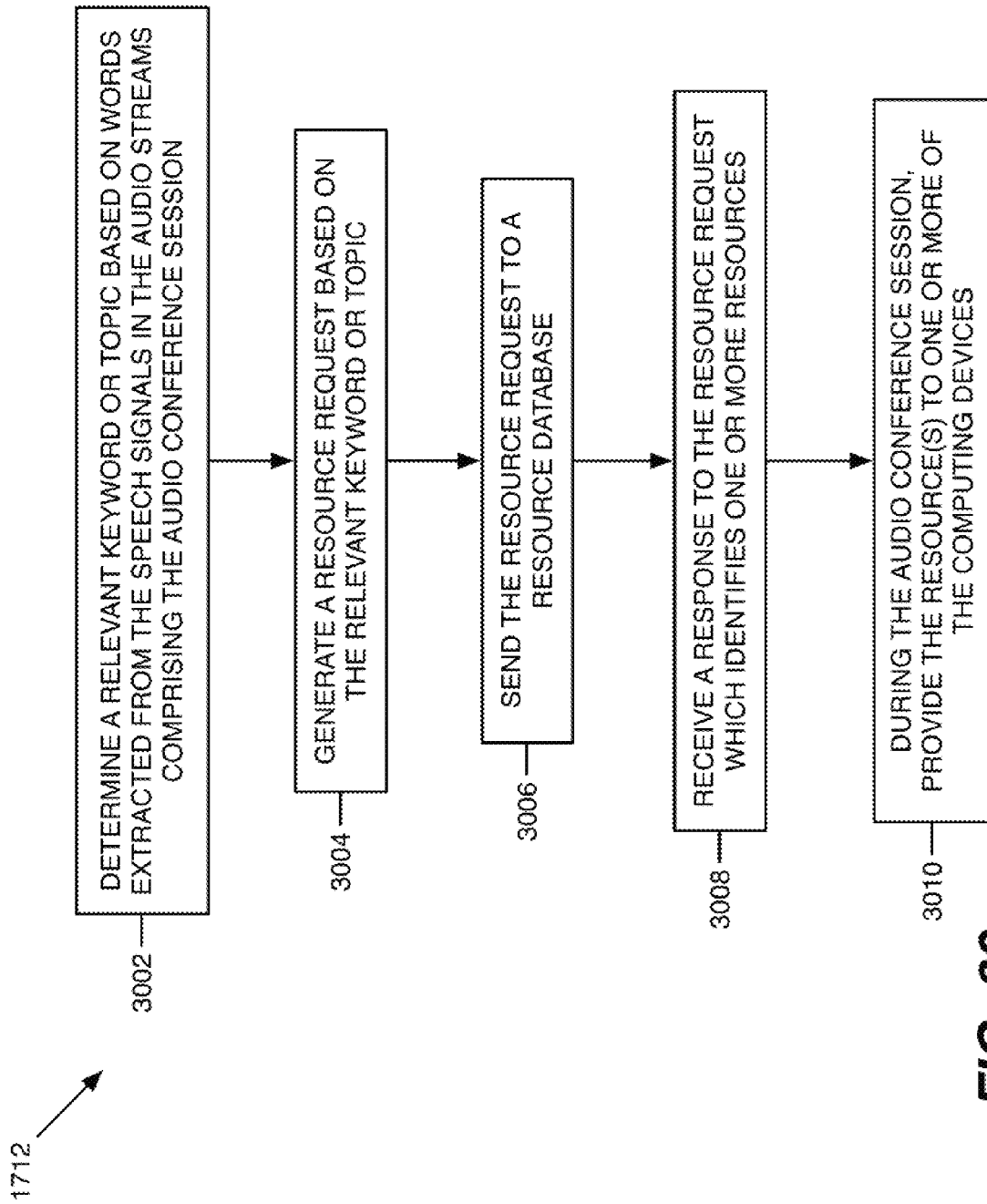


FIG. 29

**FIG. 30**

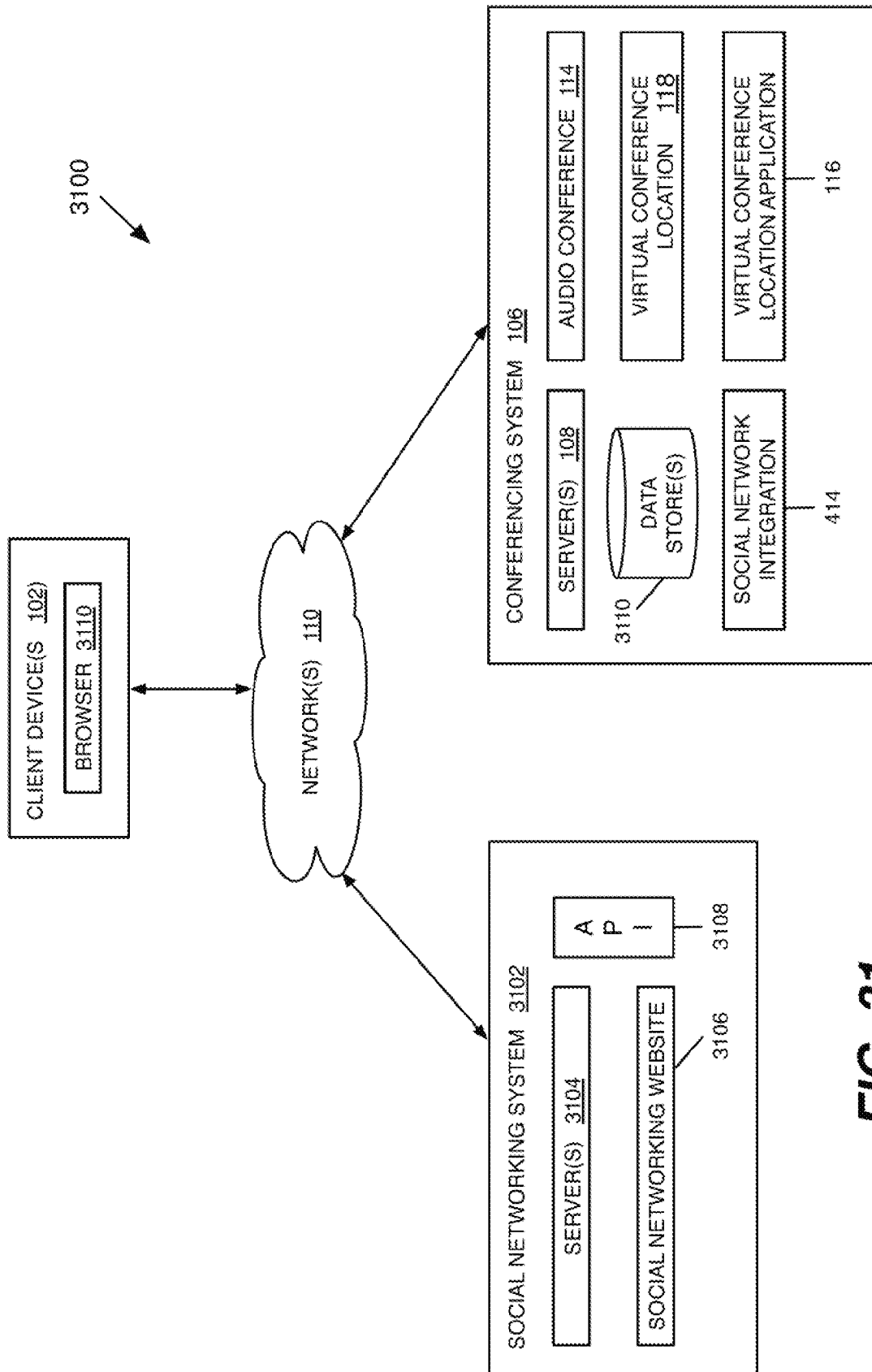


FIG. 31

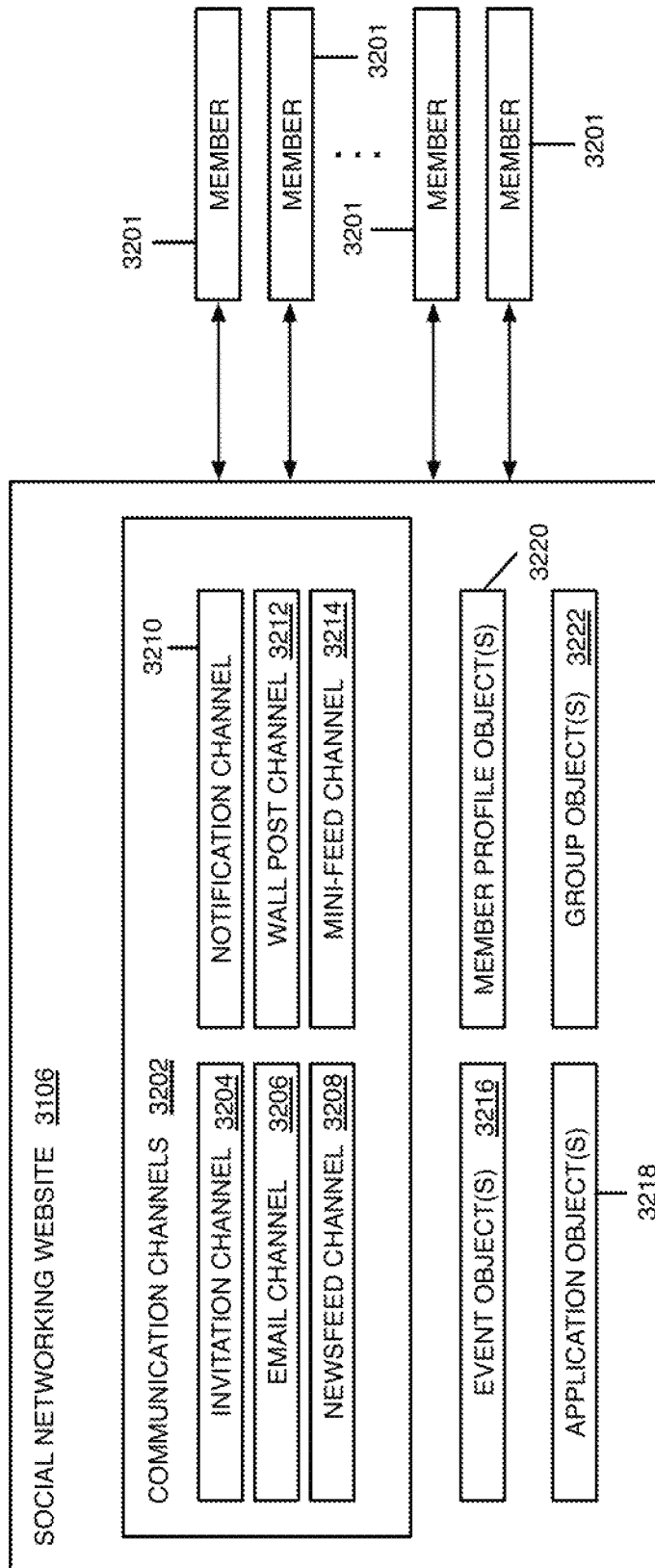


FIG. 32

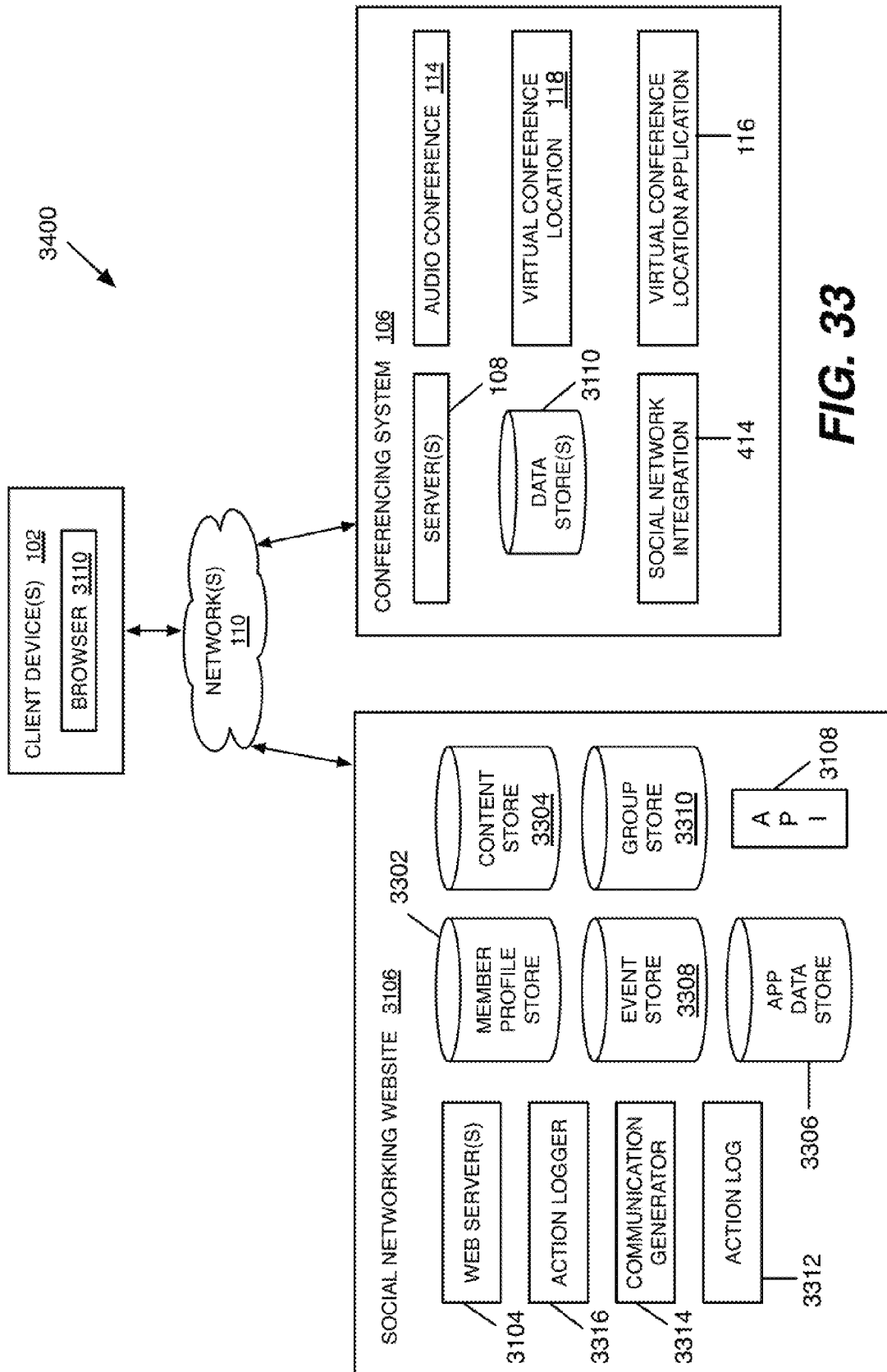


FIG. 33

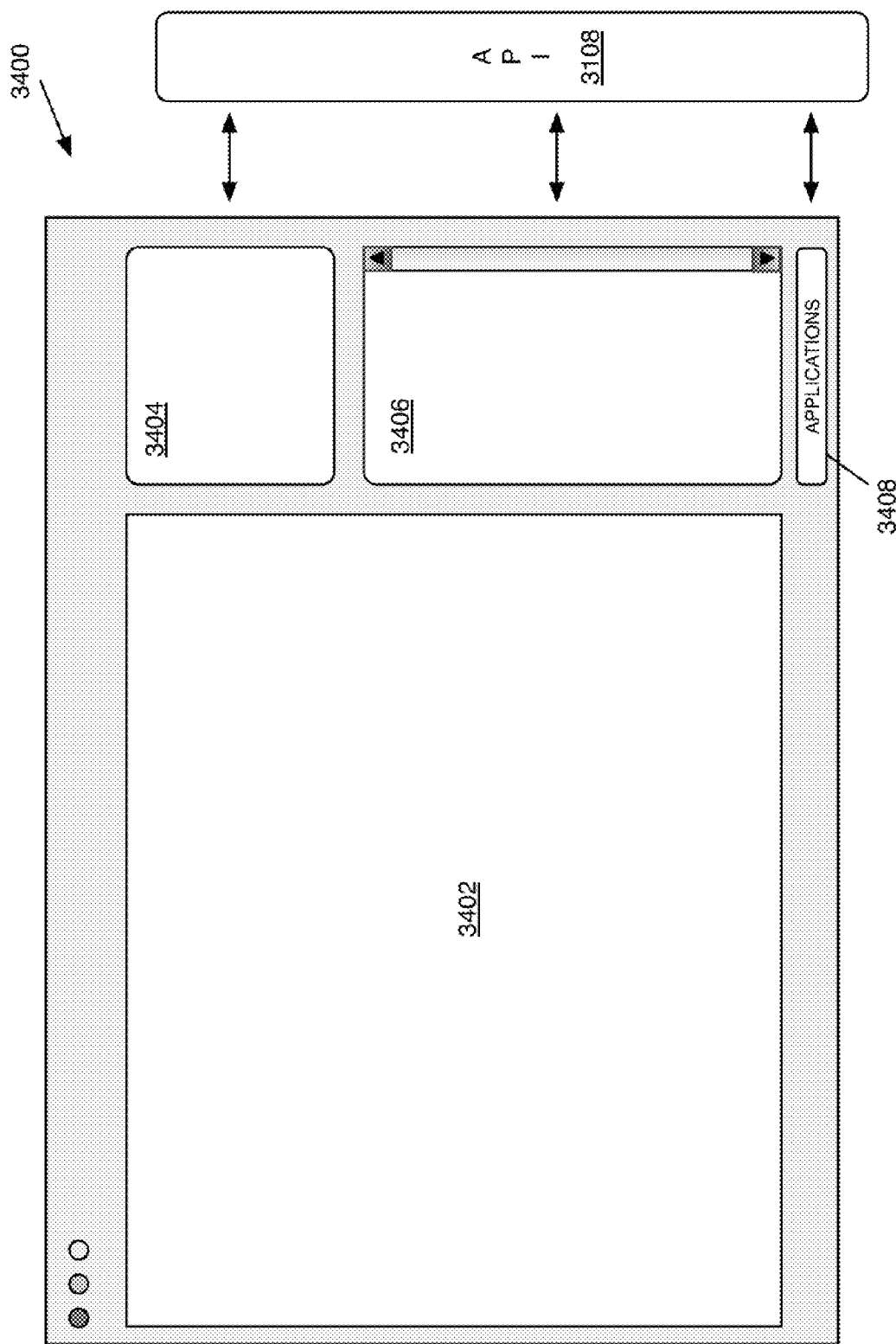
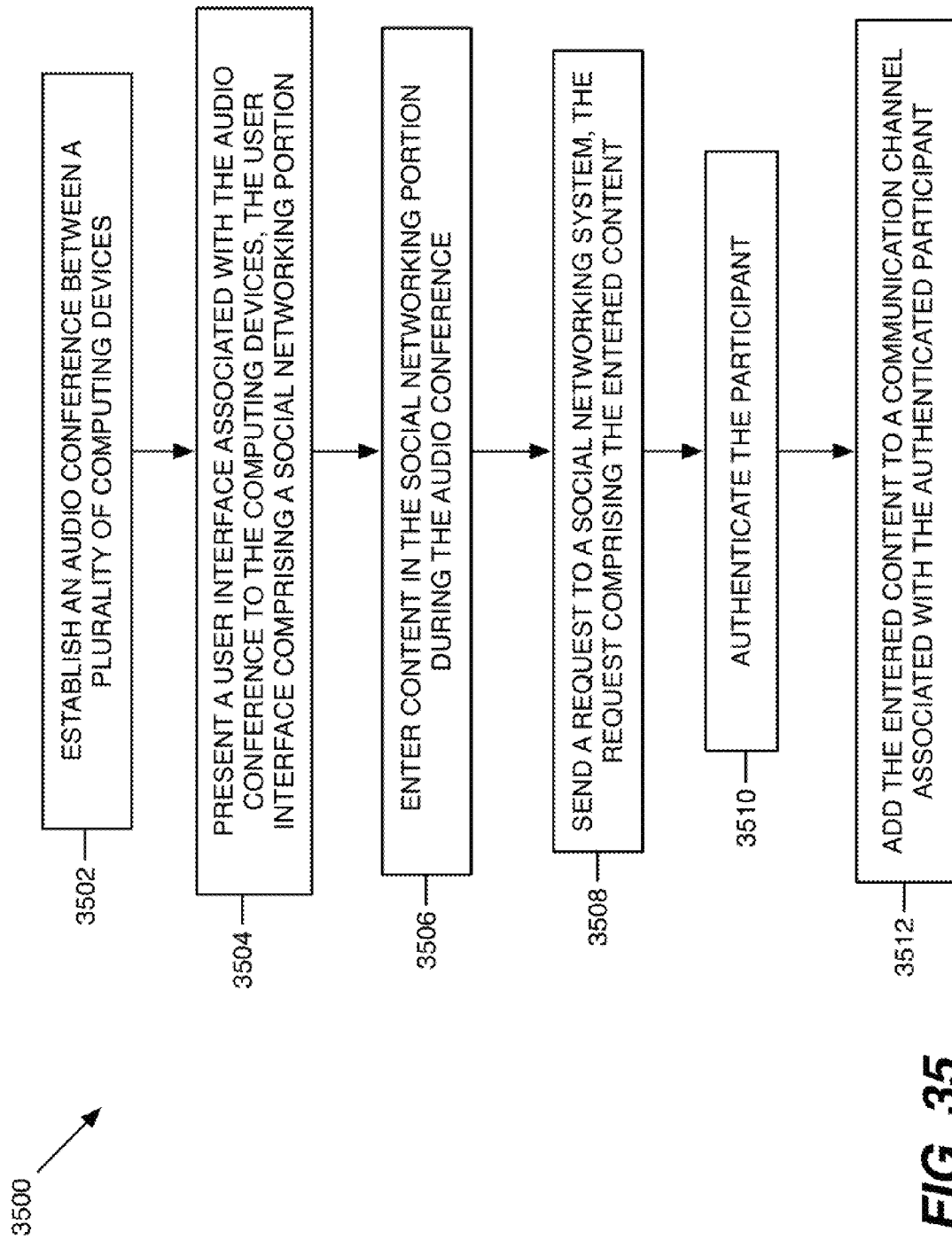


FIG. 34



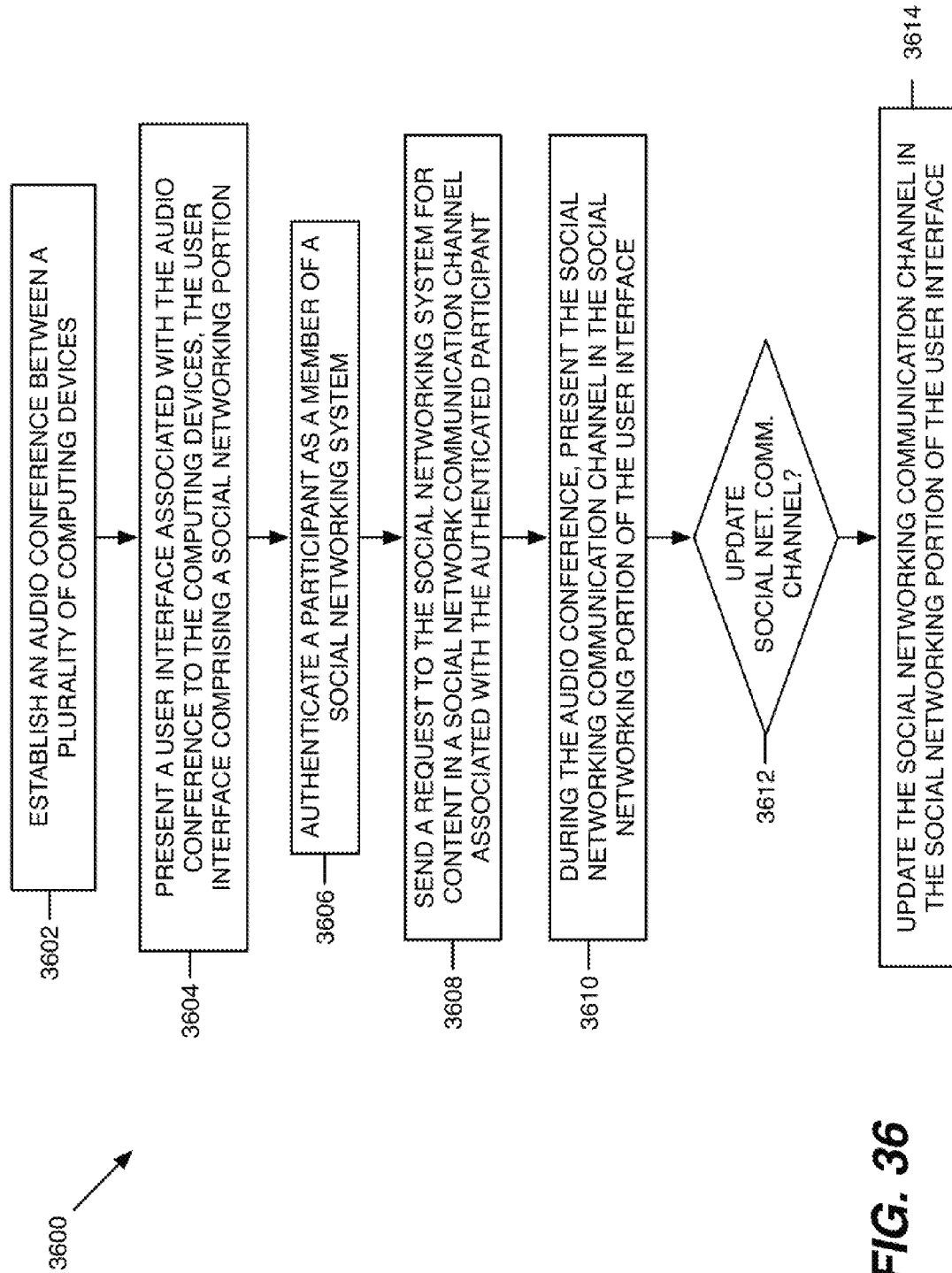


FIG. 36

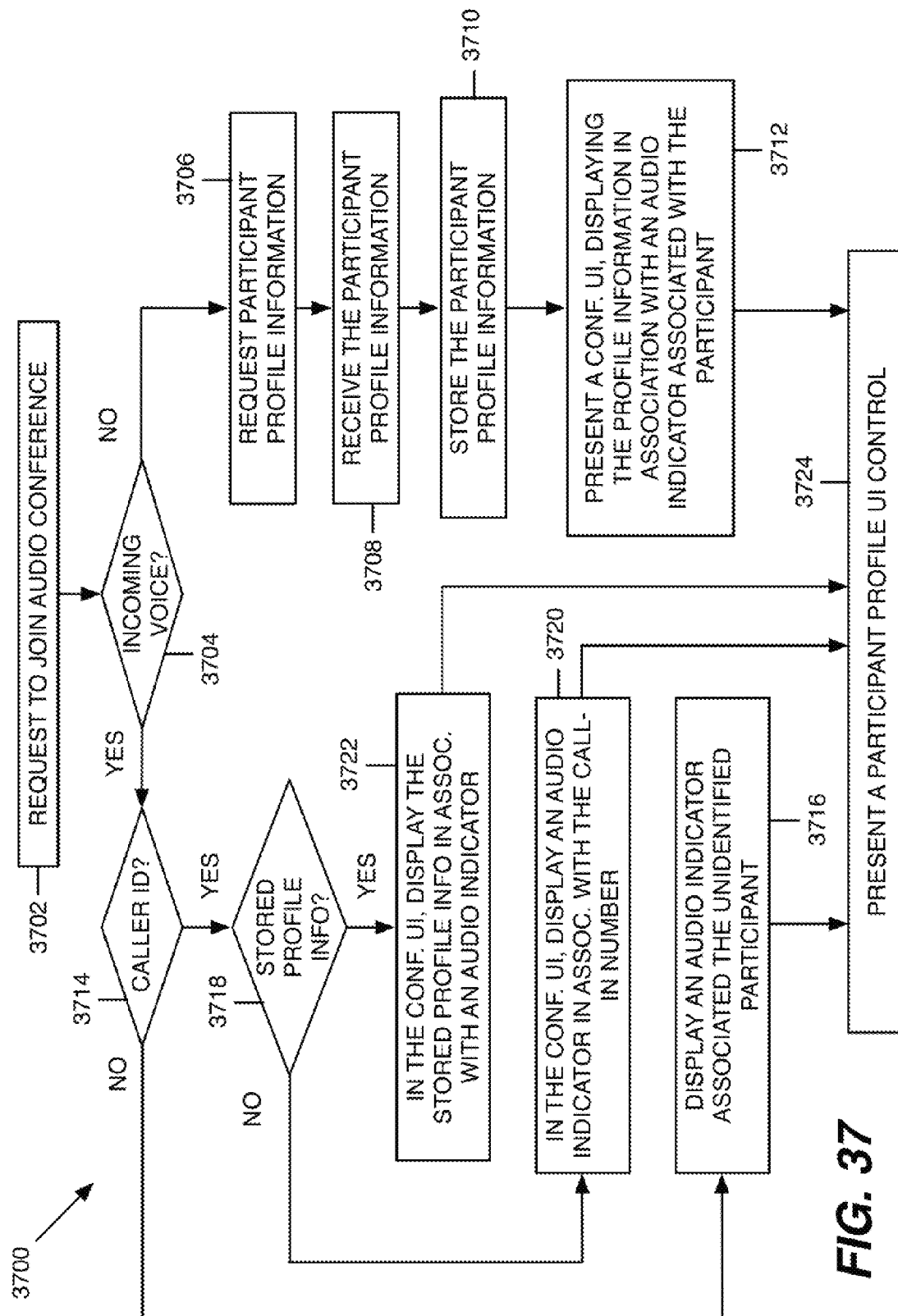


FIG. 37

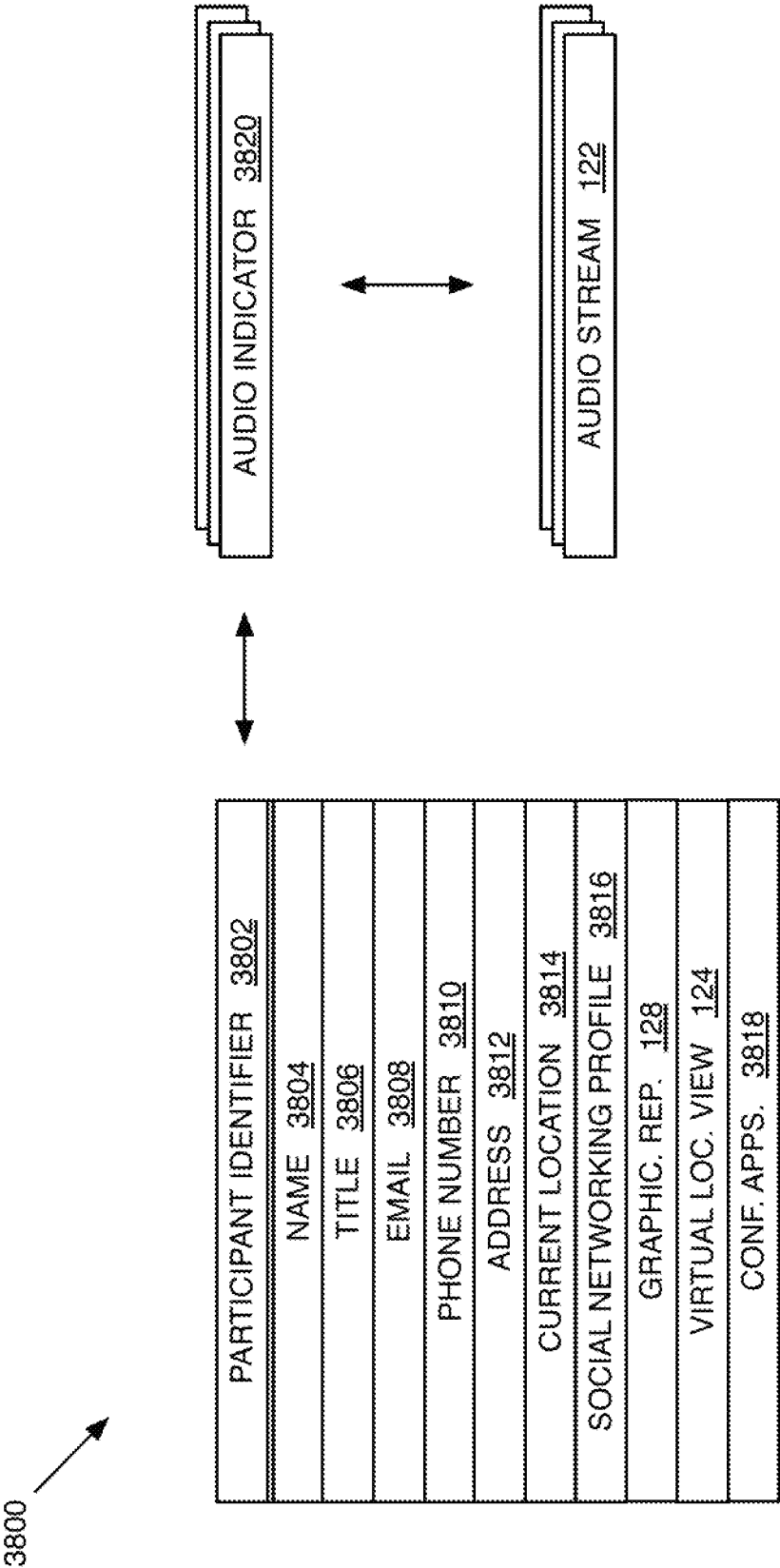
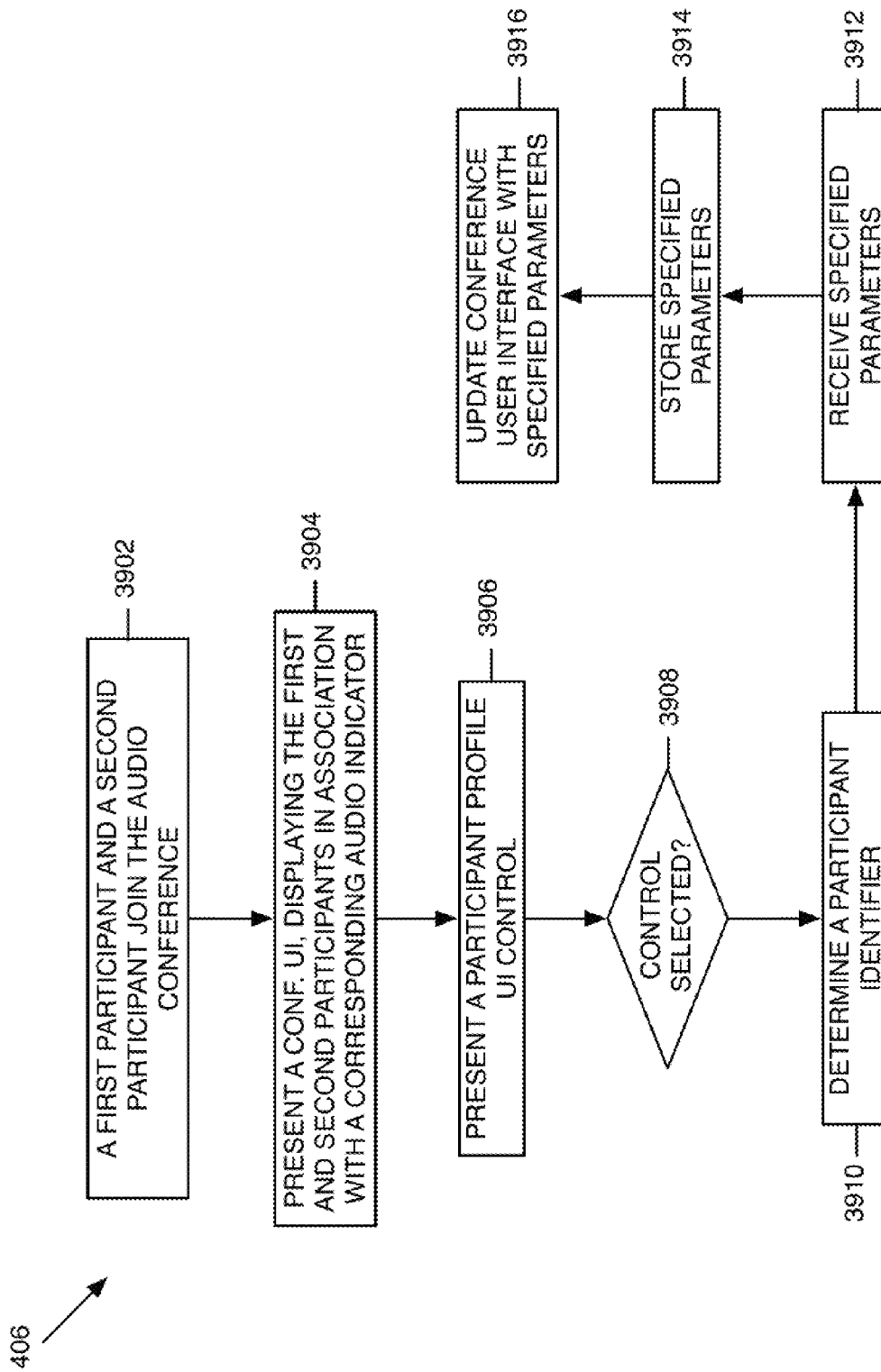


FIG. 38

**FIG. 39**

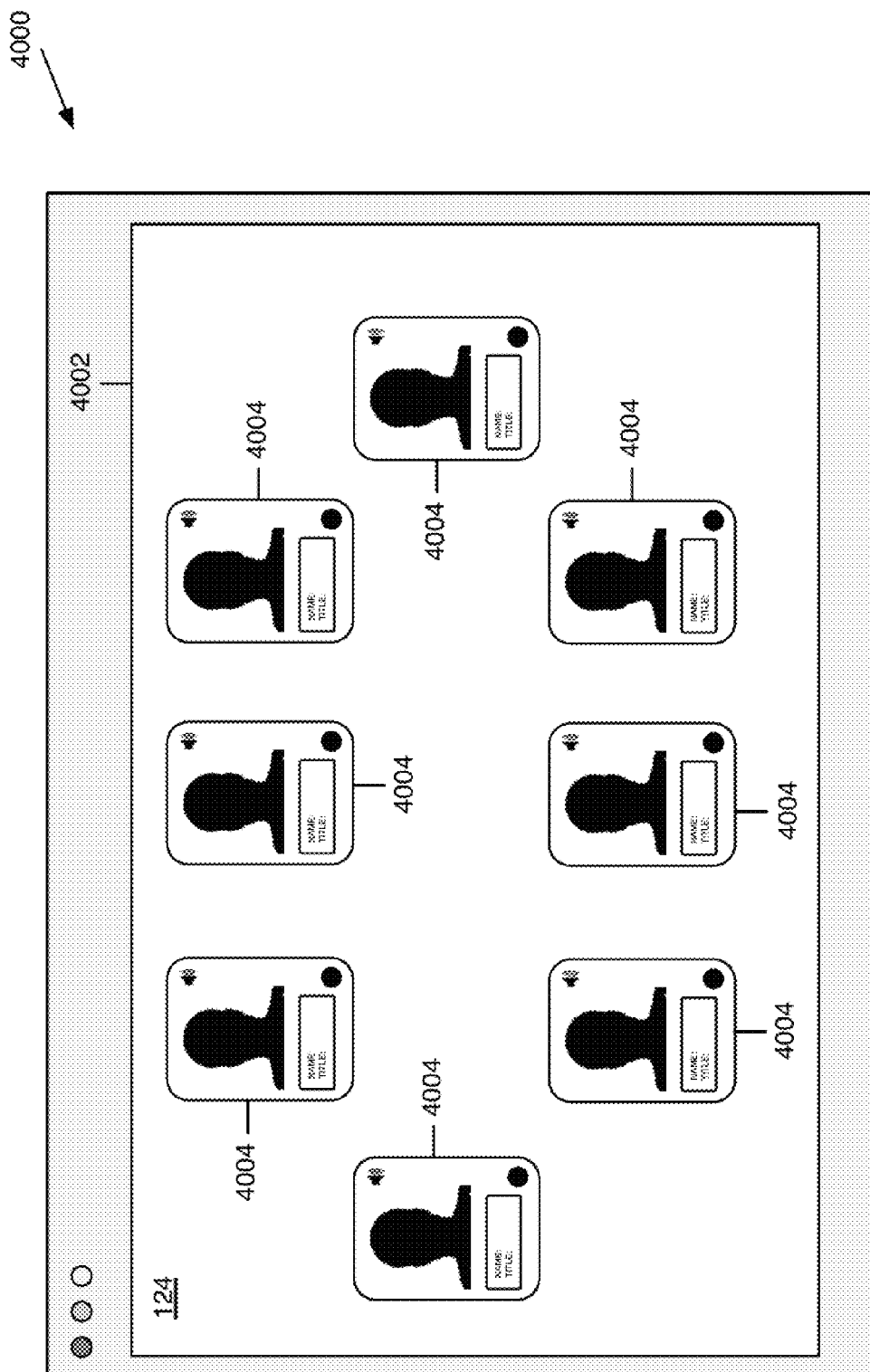


FIG. 40

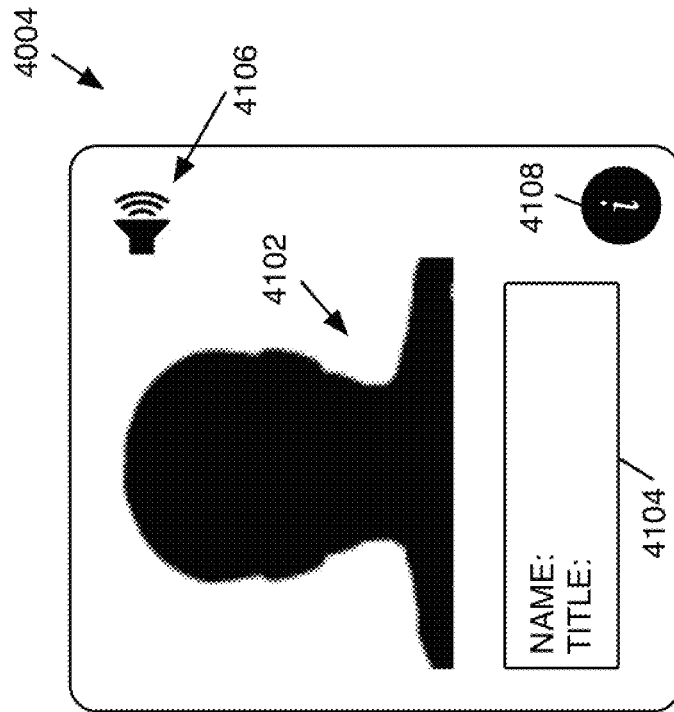


FIG. 41a

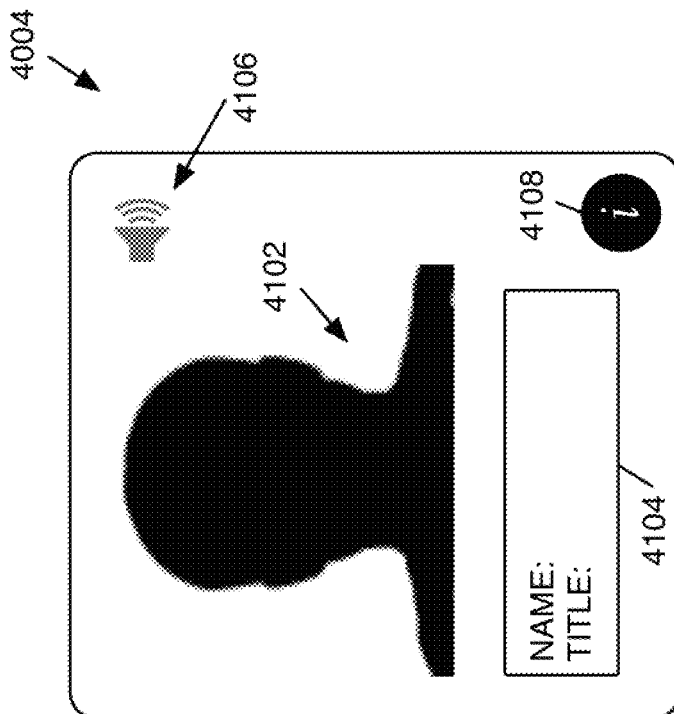


FIG. 41b

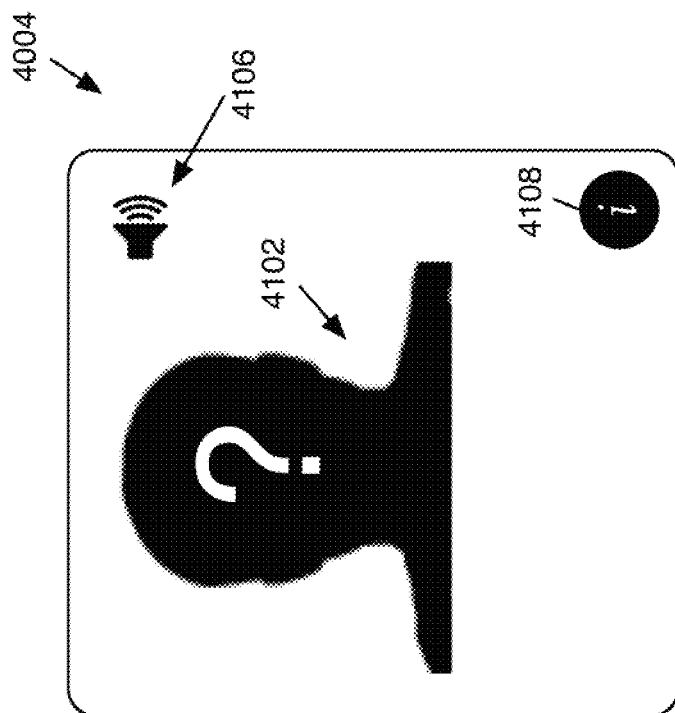


FIG. 42a

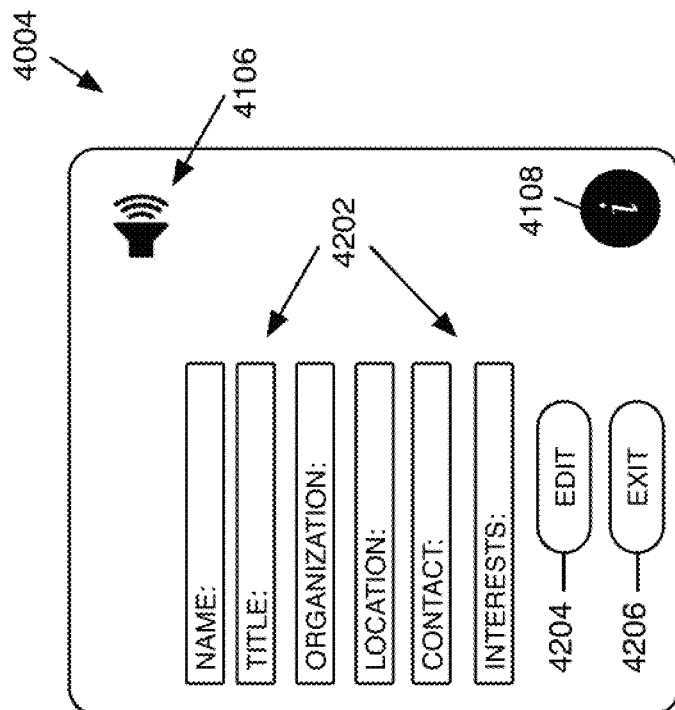


FIG. 42b

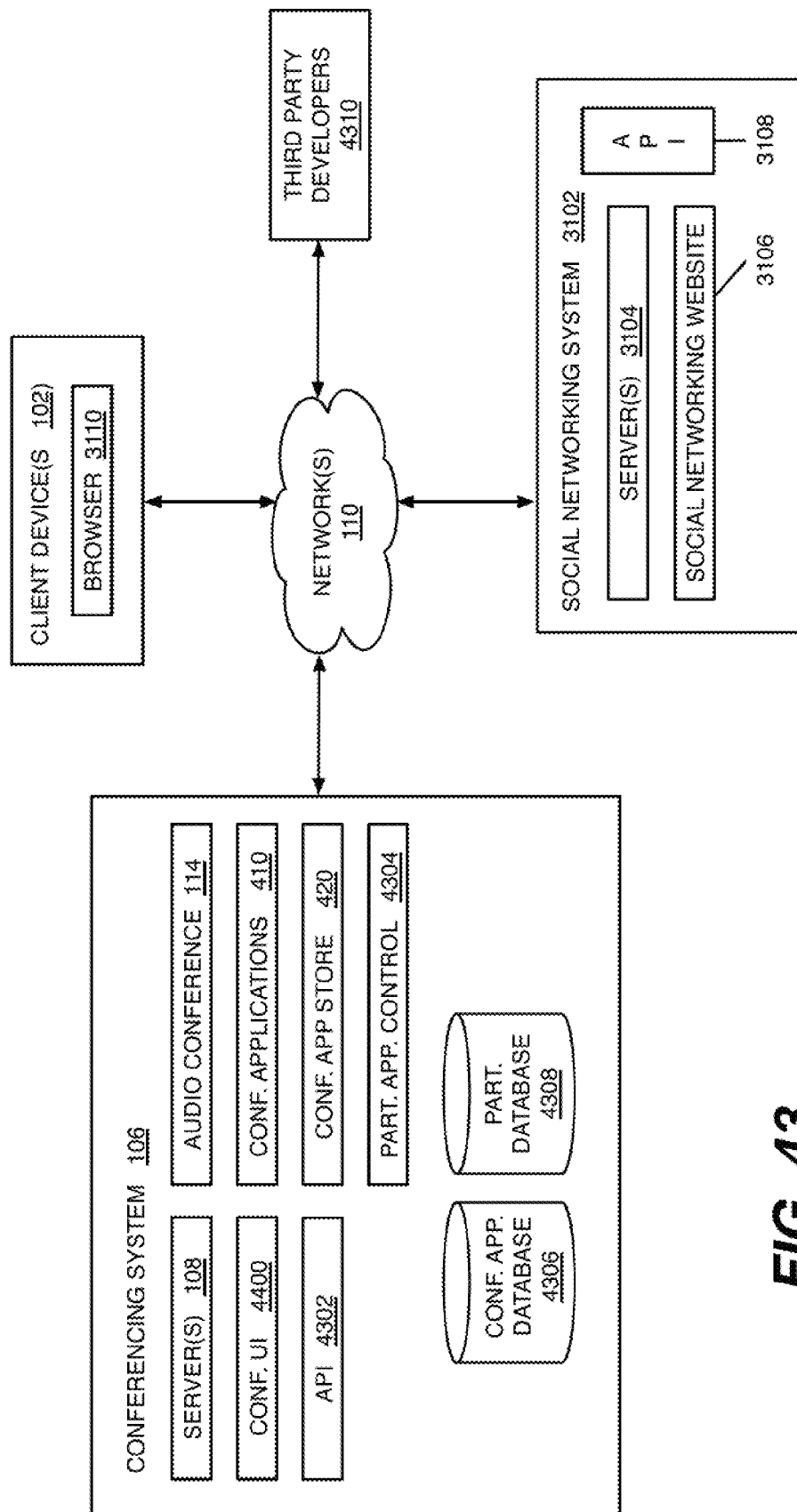


FIG. 43

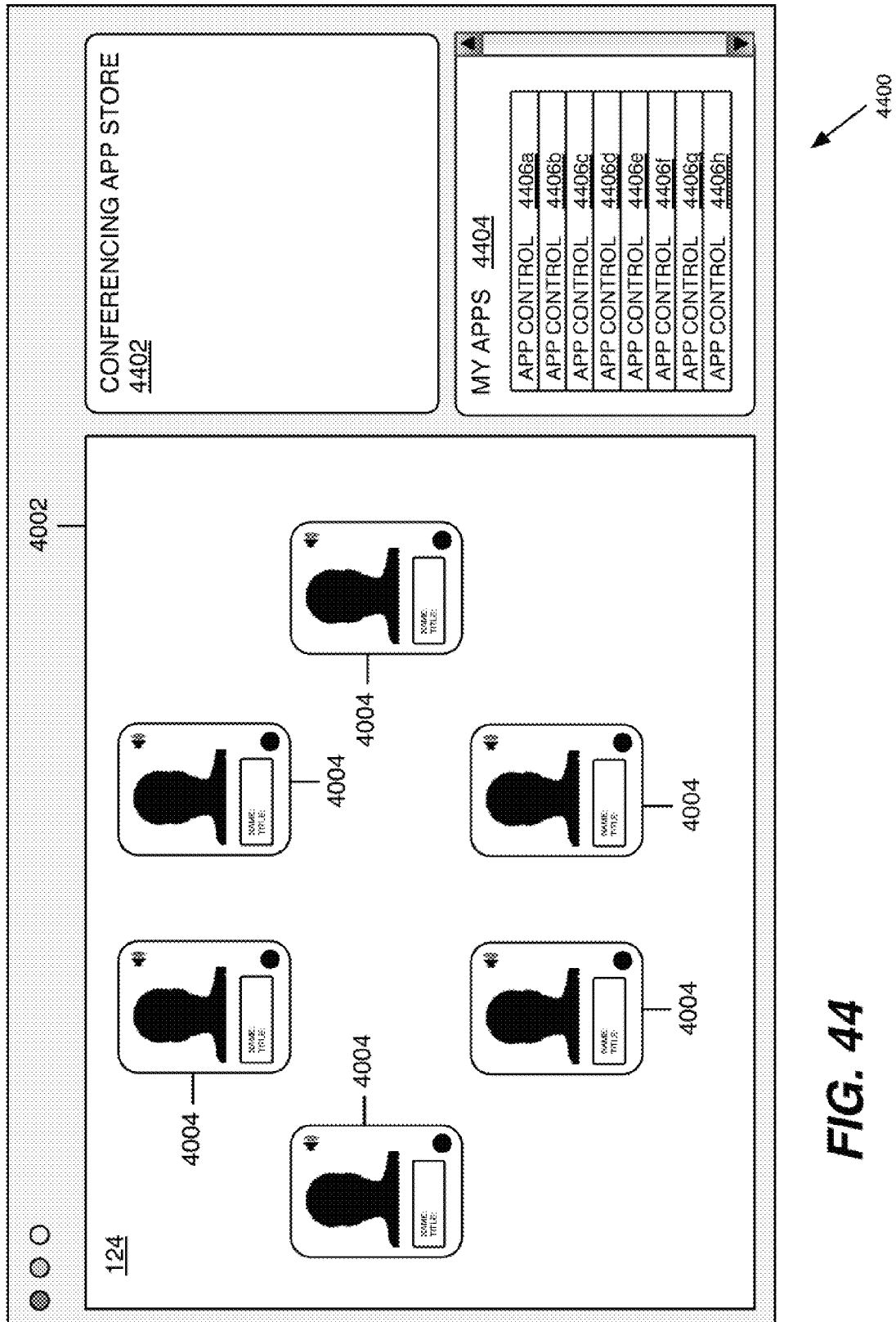


FIG. 44

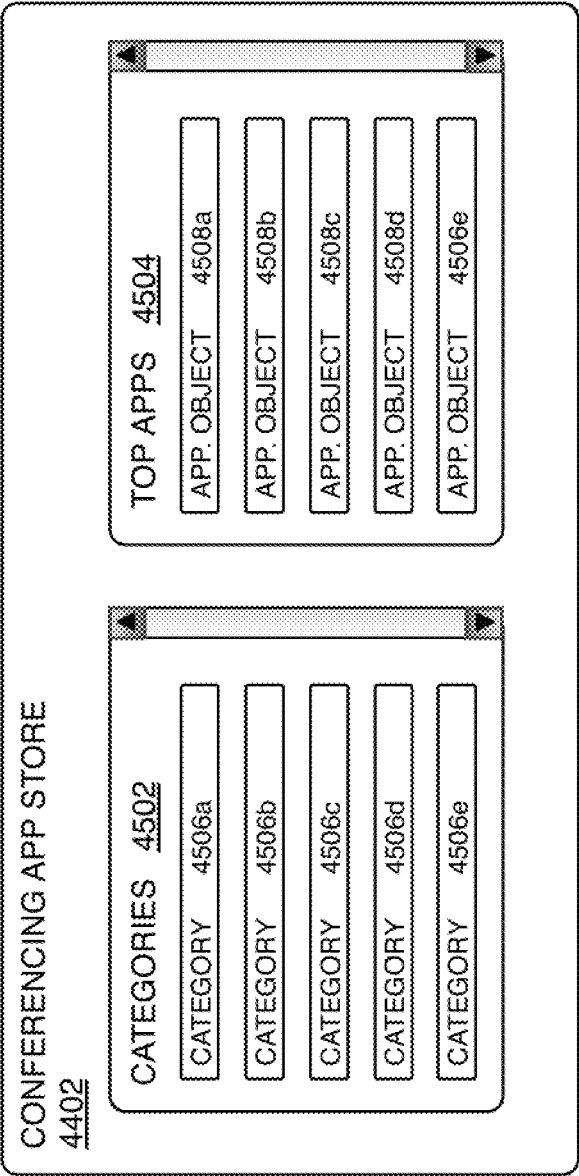



FIG. 45

4600 

PARTICIPANT IDENTIFIER <u>3802</u>
NAME <u>3804</u>
TITLE <u>3806</u>
EMAIL <u>3808</u>
PHONE NUMBER <u>3810</u>
ADDRESS <u>3812</u>
CURRENT LOCATION <u>3814</u>
SOCIAL NETWORKING PROFILE <u>3816</u>
GRAPHIC. REP. <u>128</u>
VIRTUAL LOC. VIEW <u>124</u>
CONF. APPS. <u>3818</u>
ACCOUNT PROFILE <u>4602</u>

FIG. 46

4508



CONFERRING APP 4702

TITLE 4704

DESCRIPTION 4706

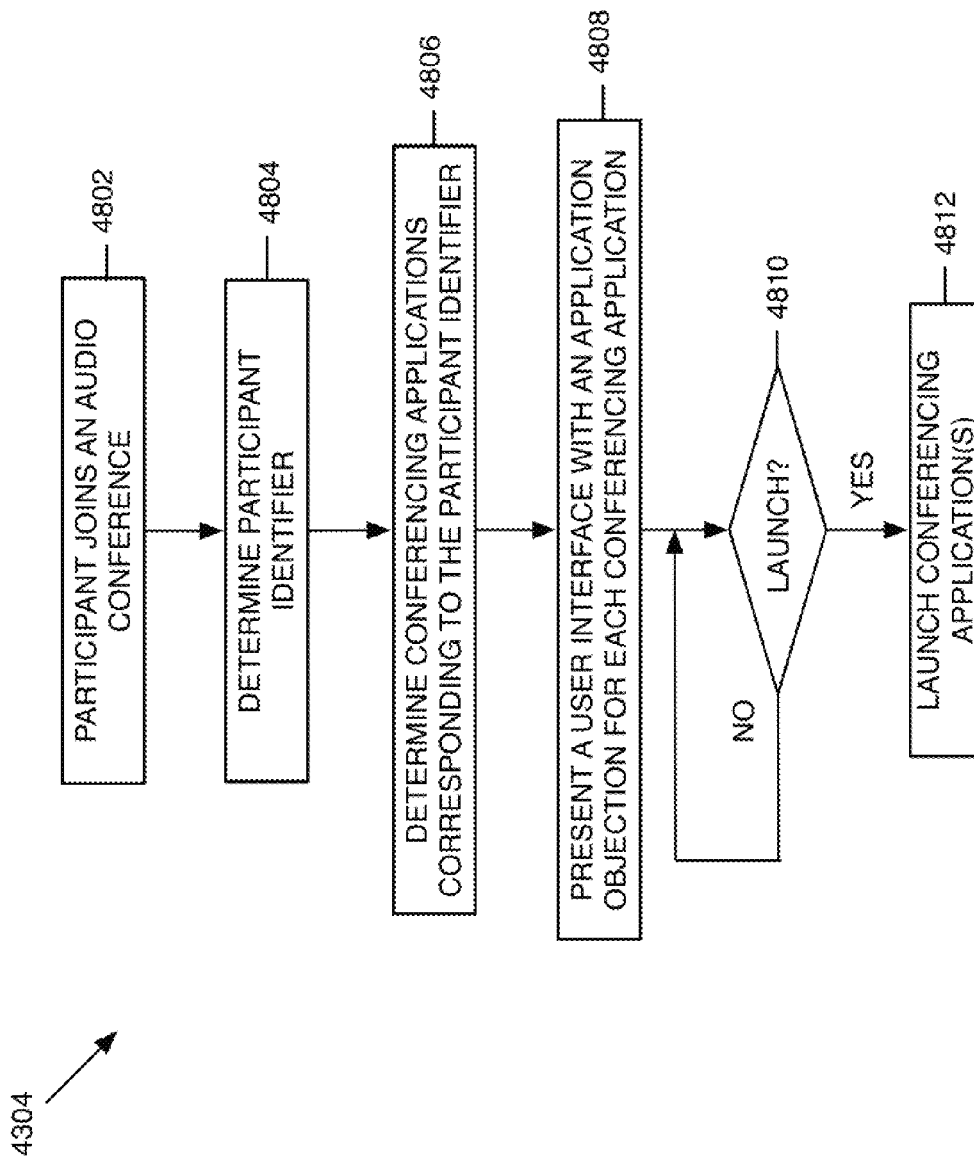
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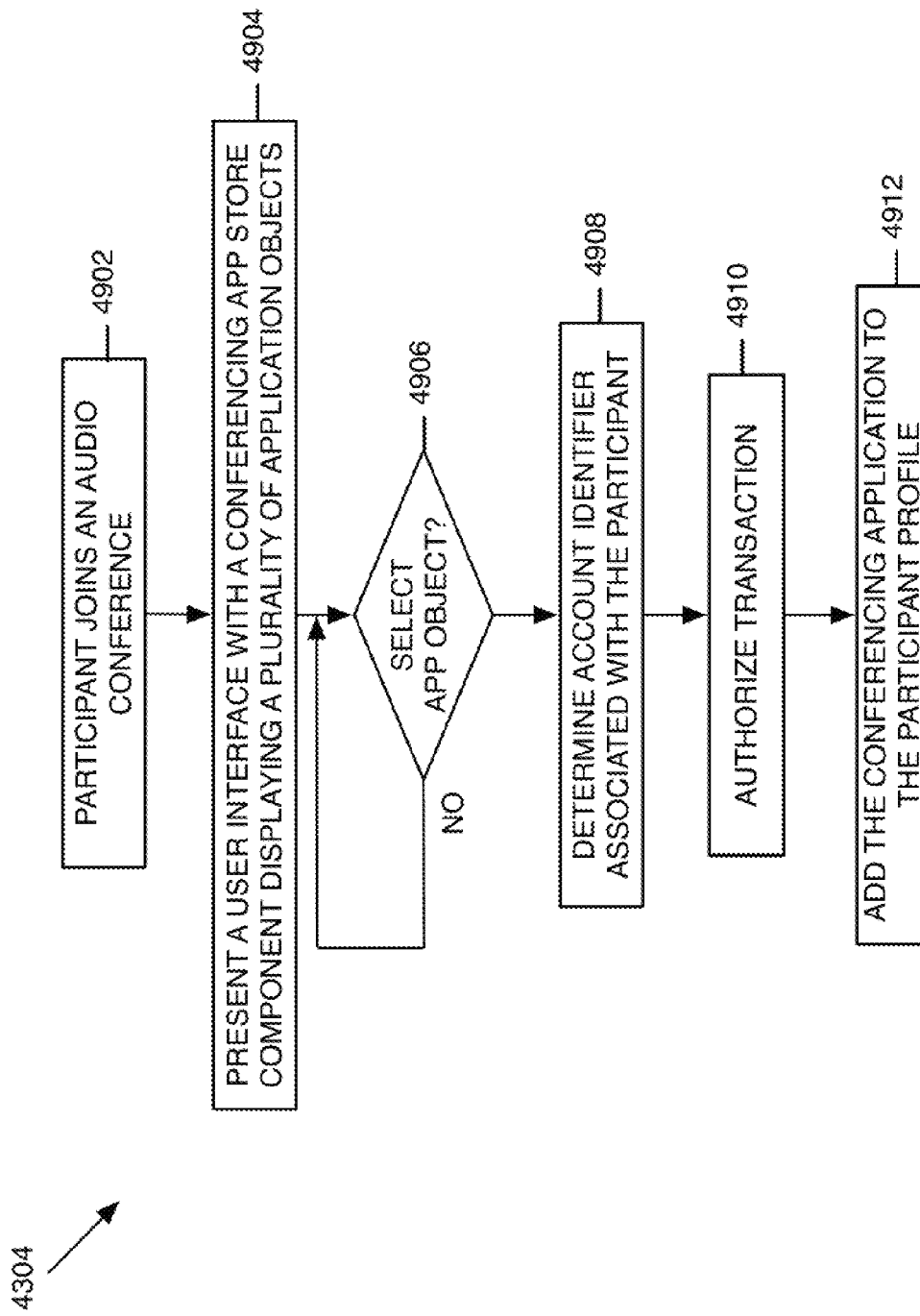
SCREEN SHOT(S)
4710

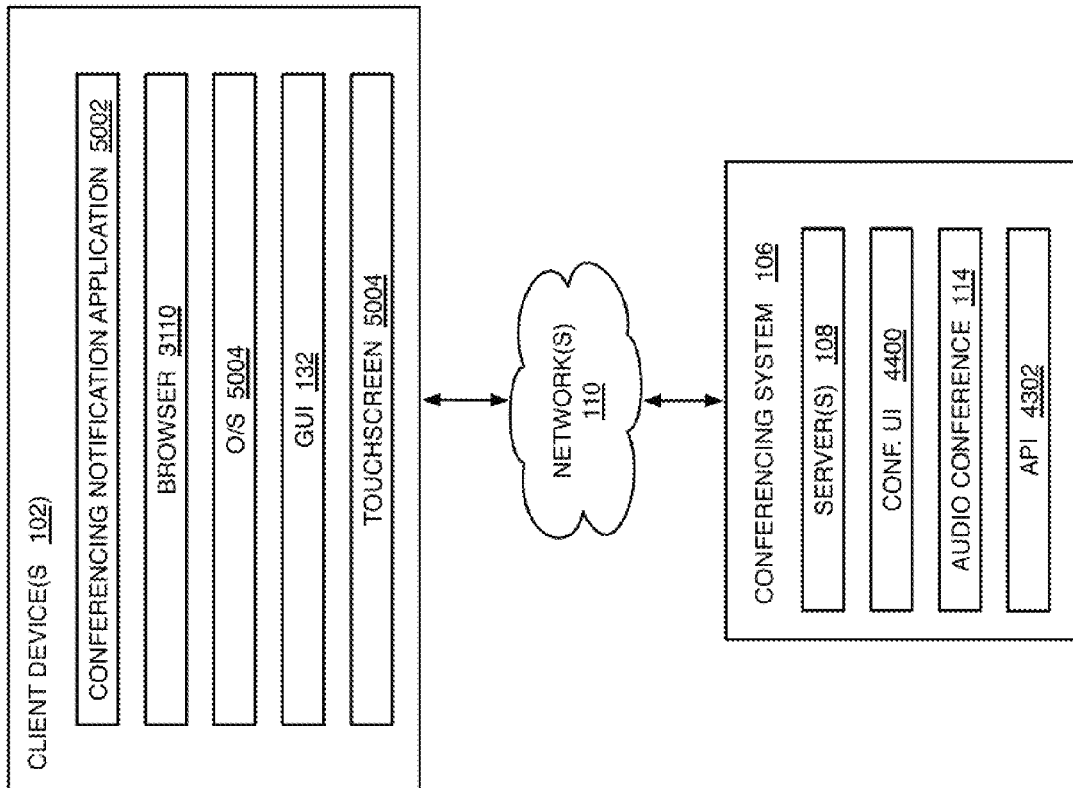
COMMENTS 4712

ADD APP 4714

FIG. 47

**FIG. 48**

**FIG. 49**



5000 ↗

FIG. 50

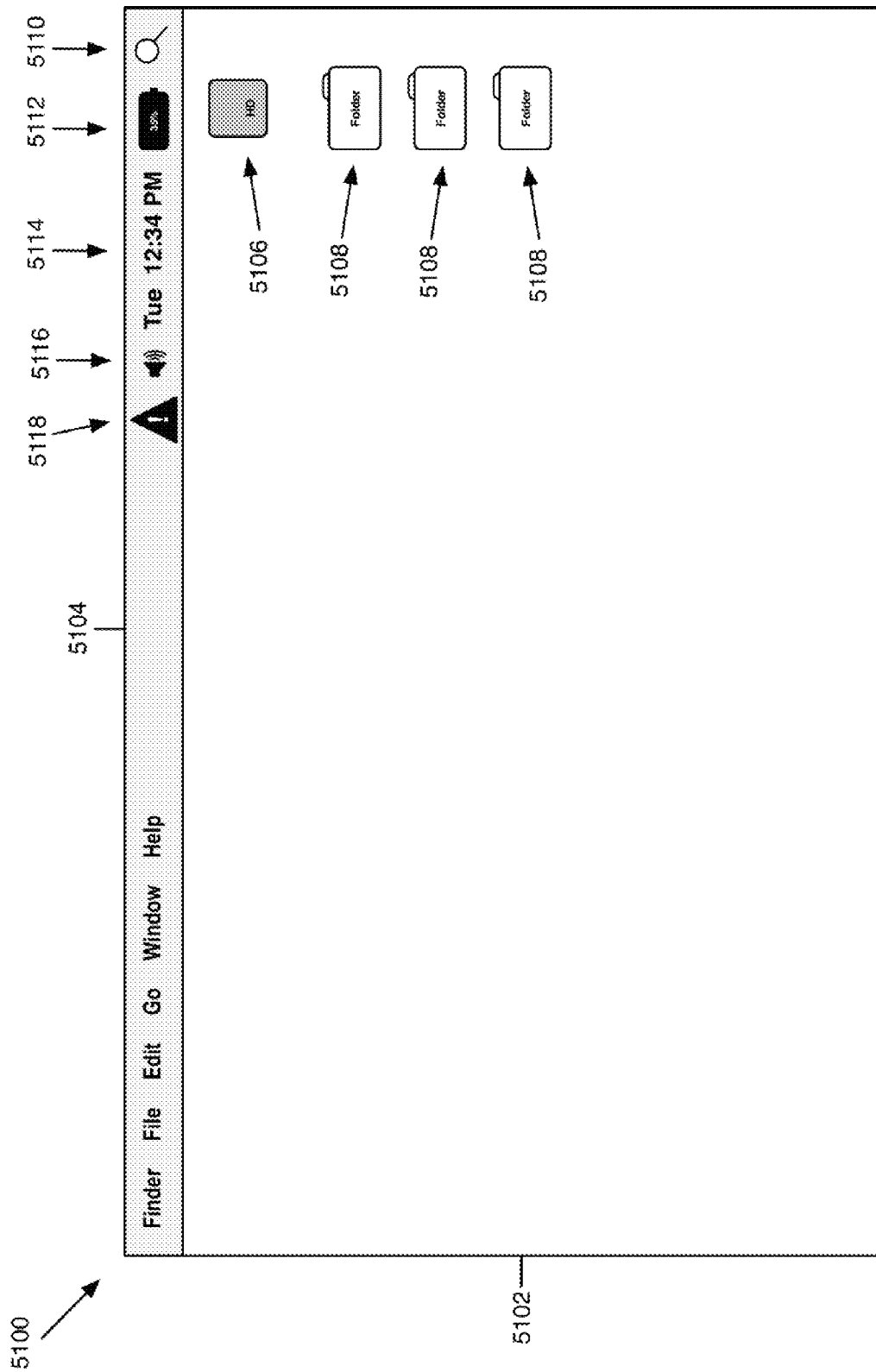


FIG. 51

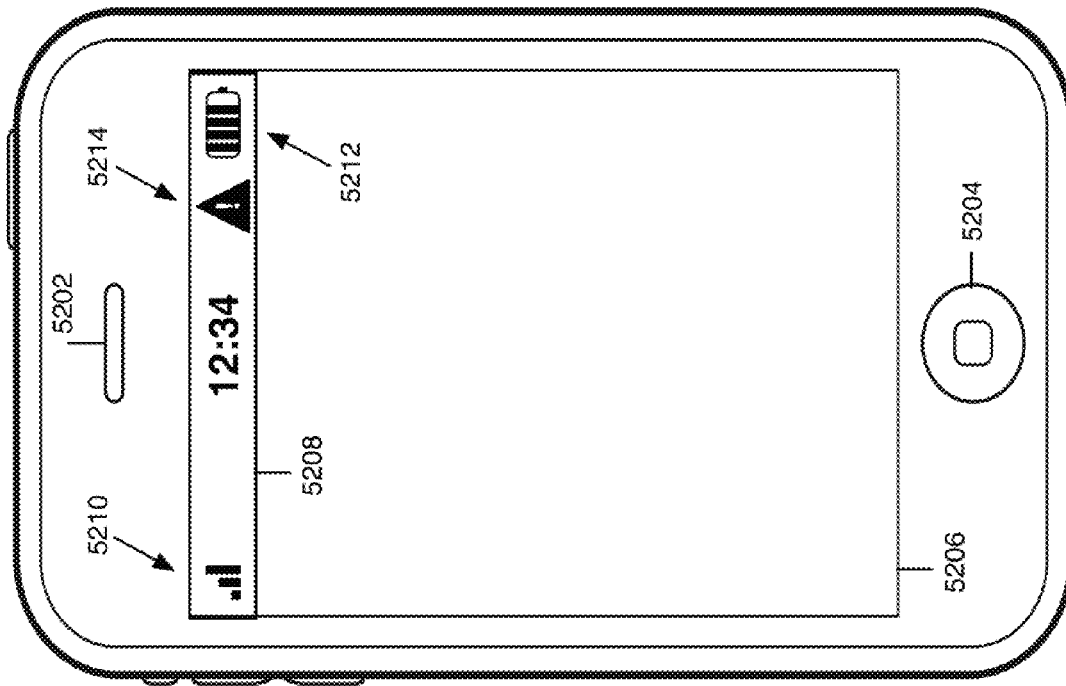


FIG. 52

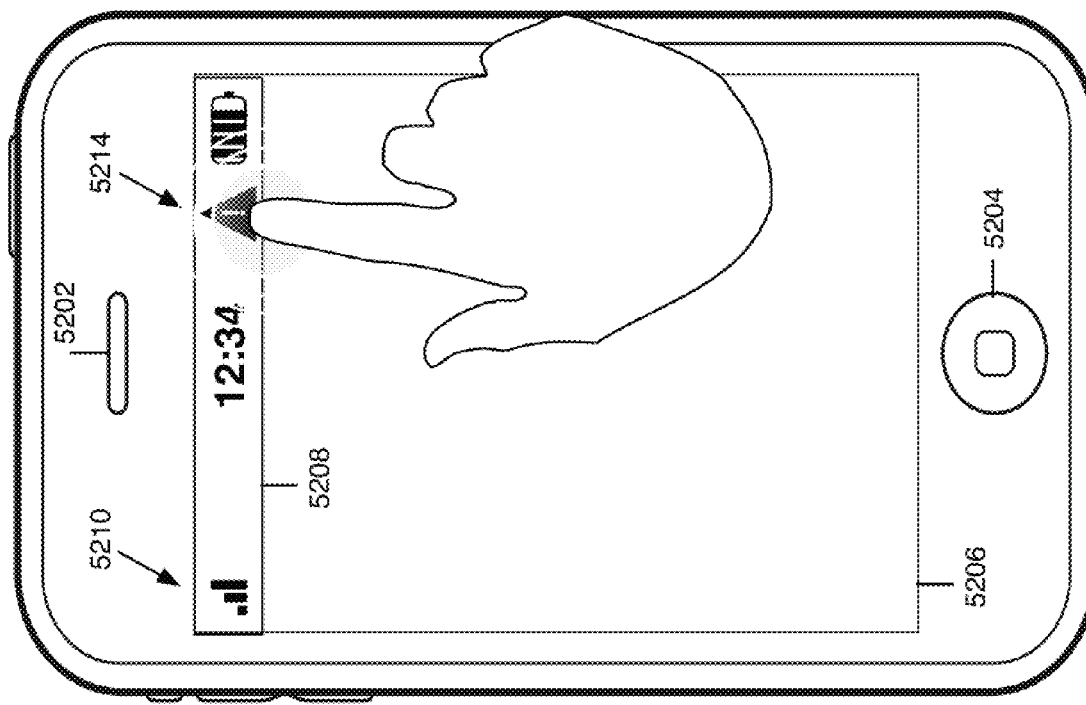


FIG. 53

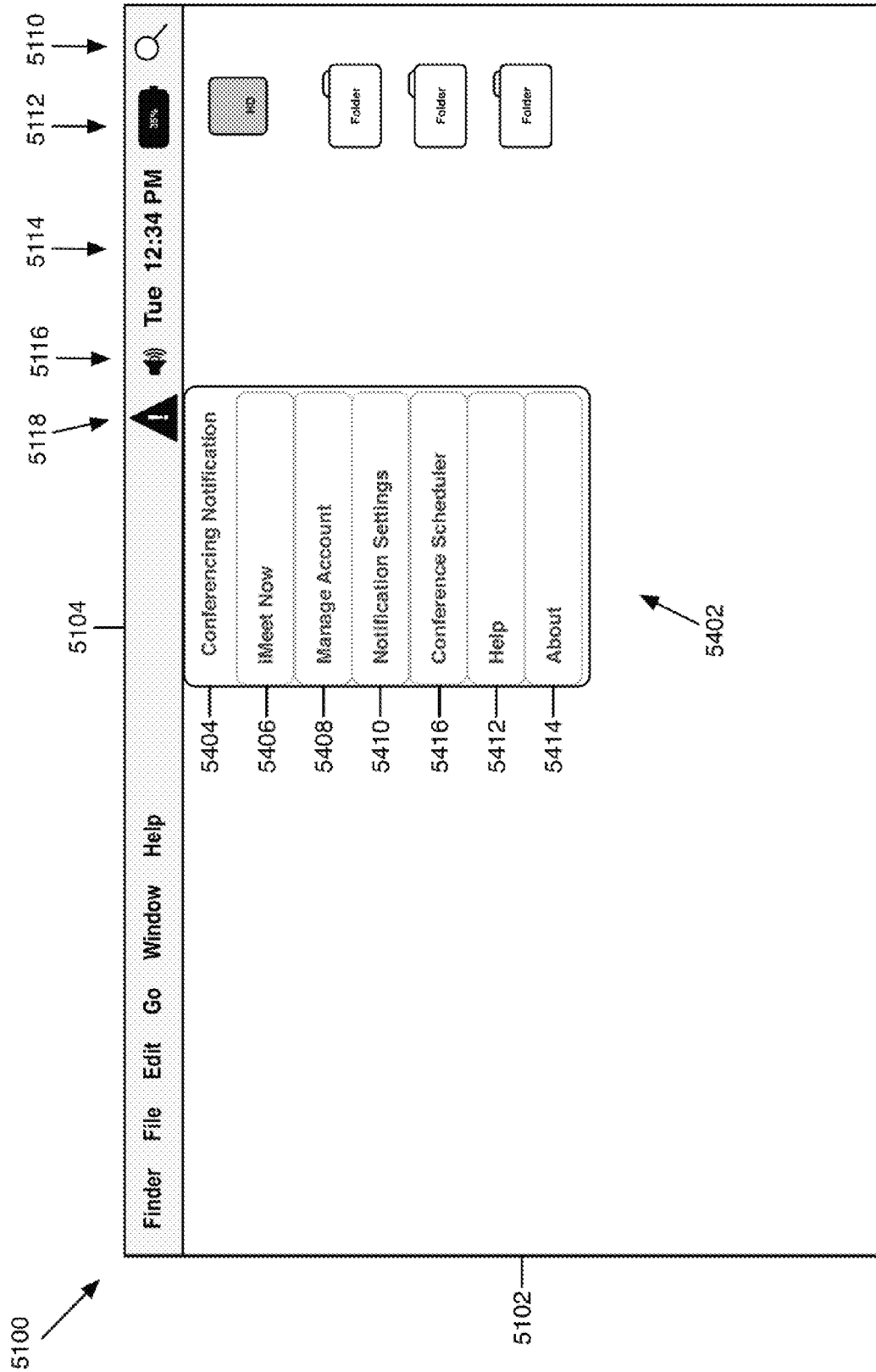


FIG. 54

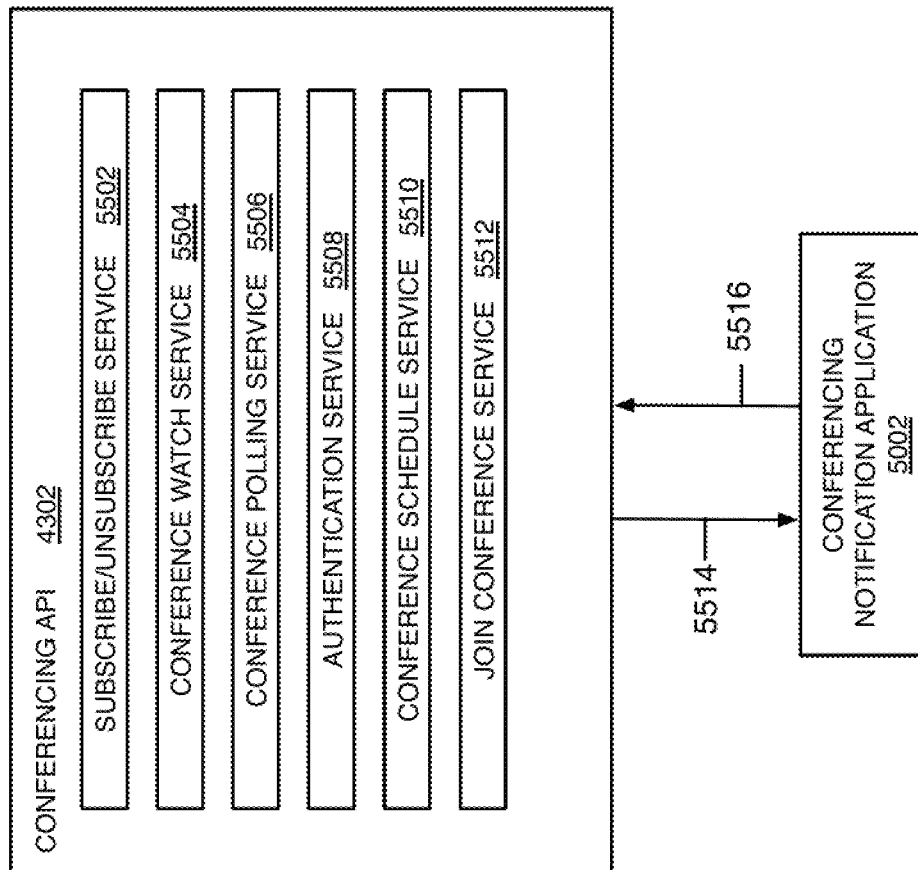


FIG. 55

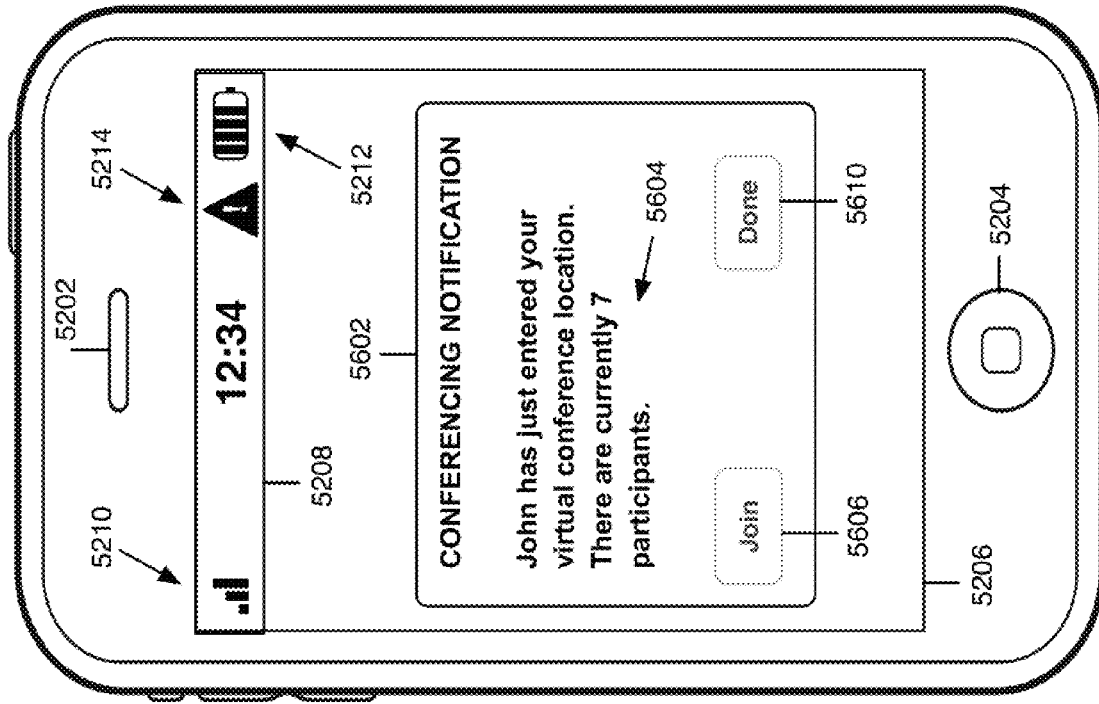


FIG. 56

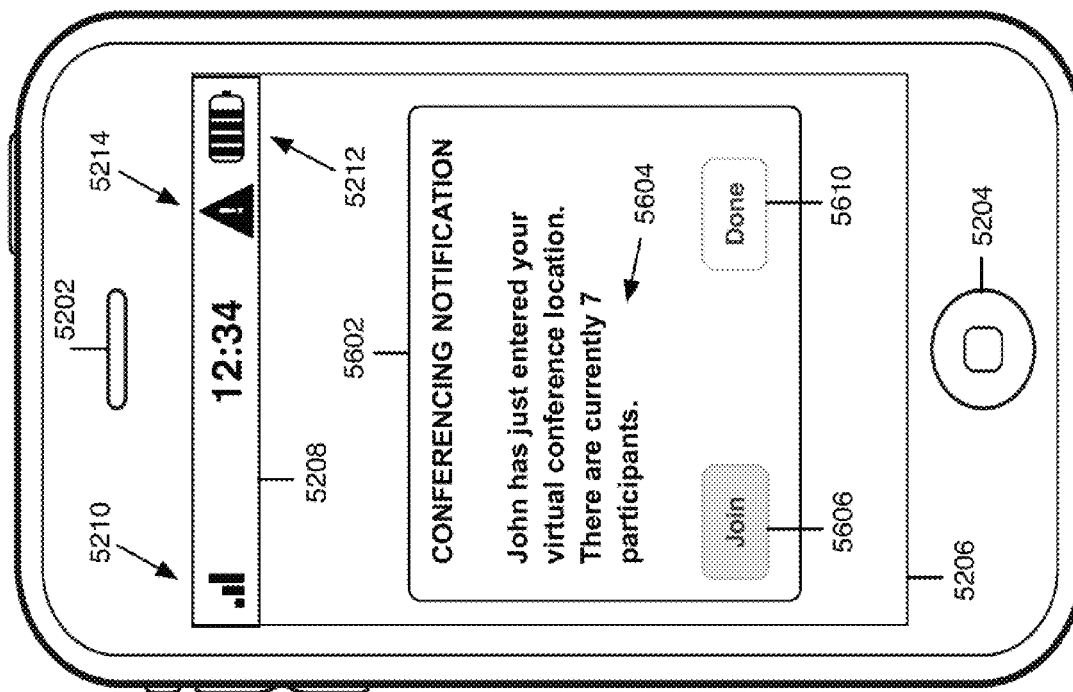


FIG. 57

5200

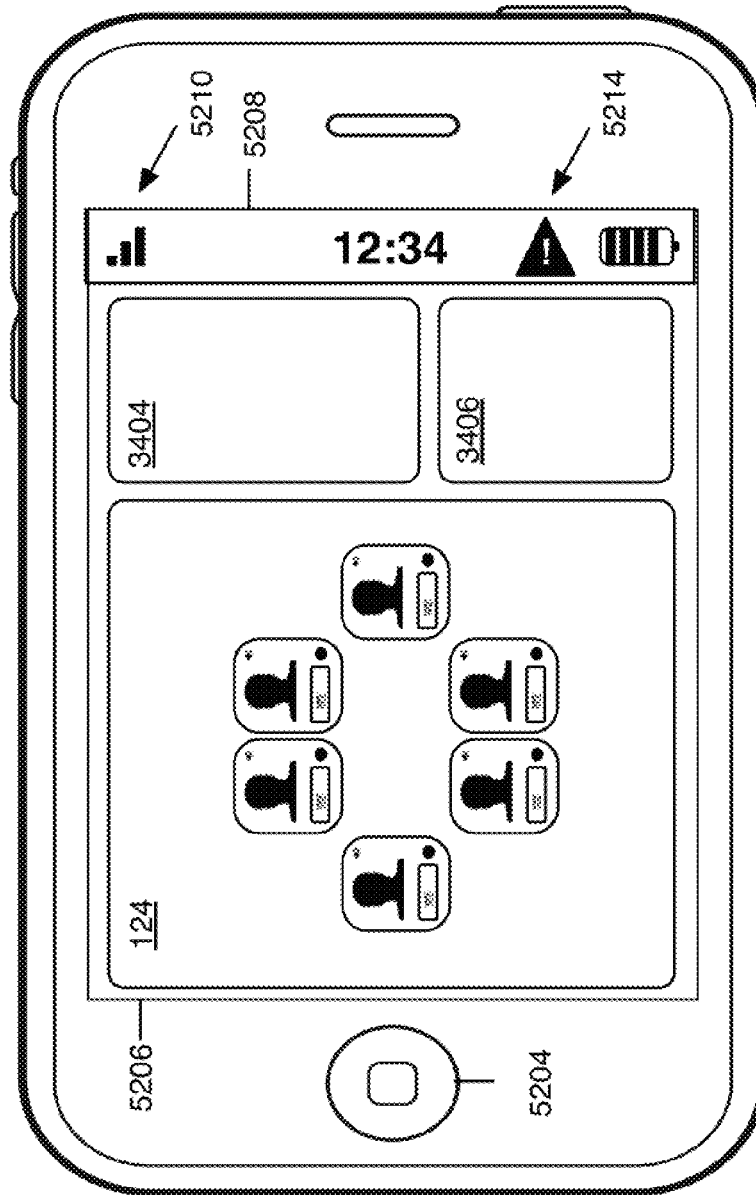
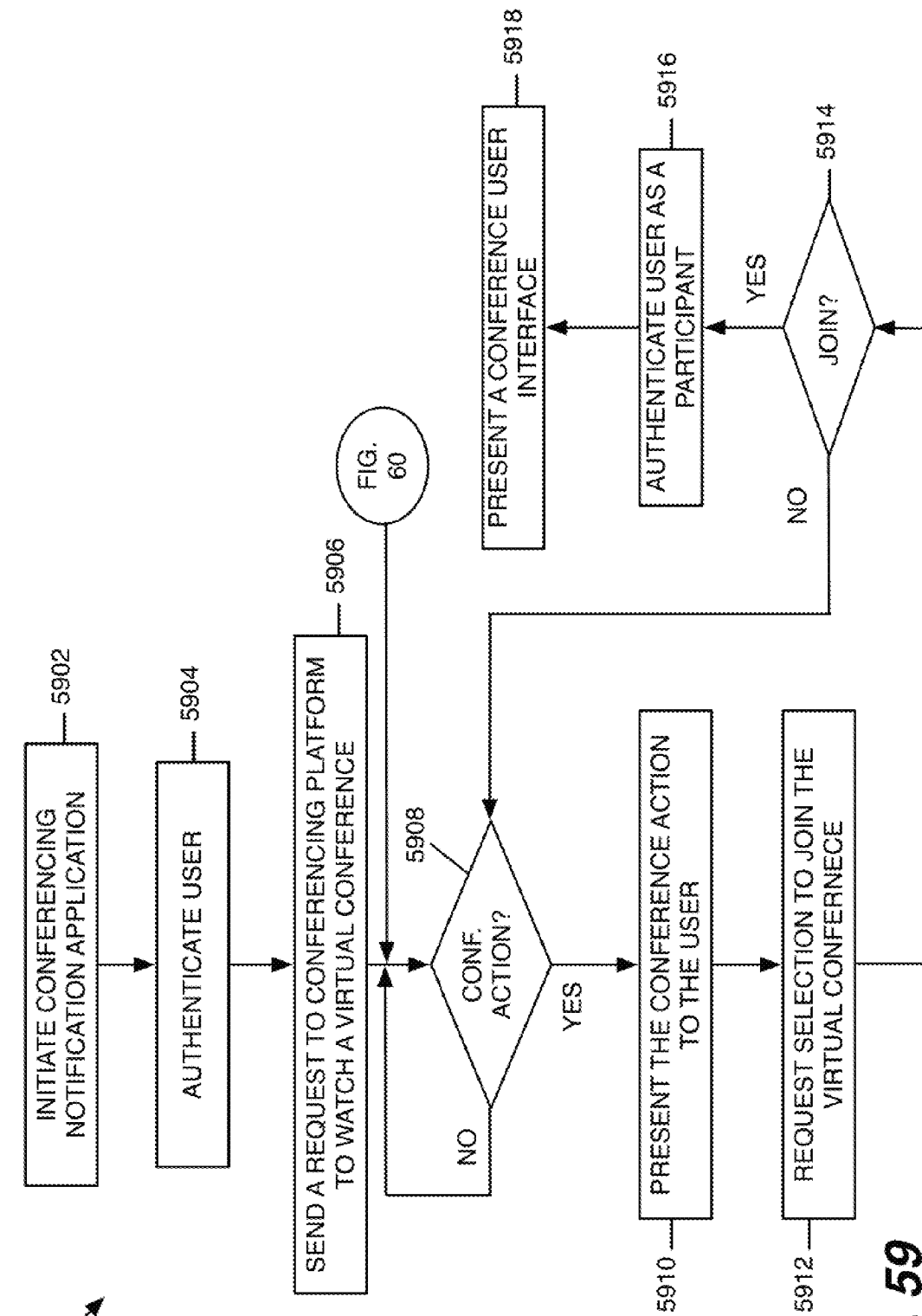
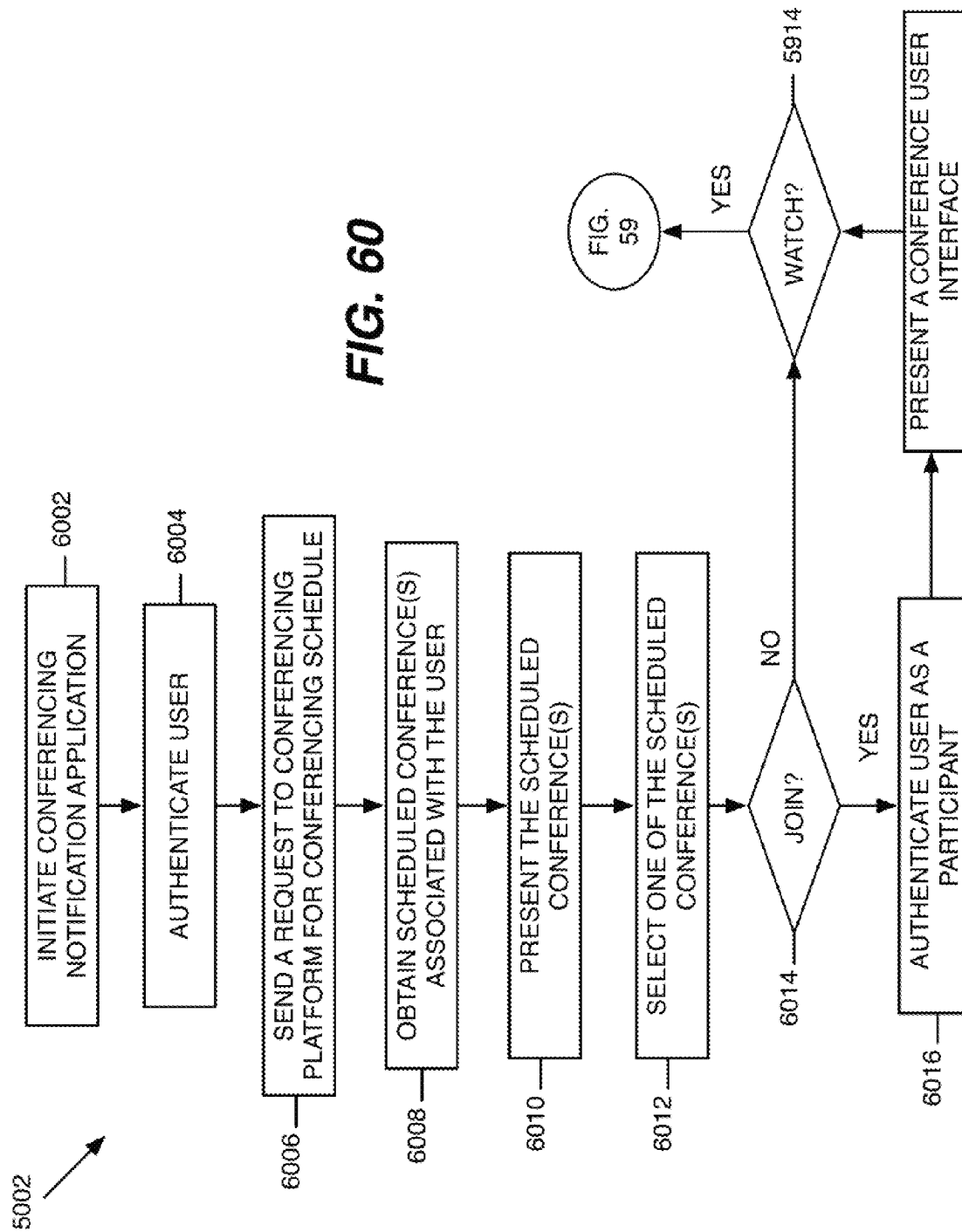


FIG. 58





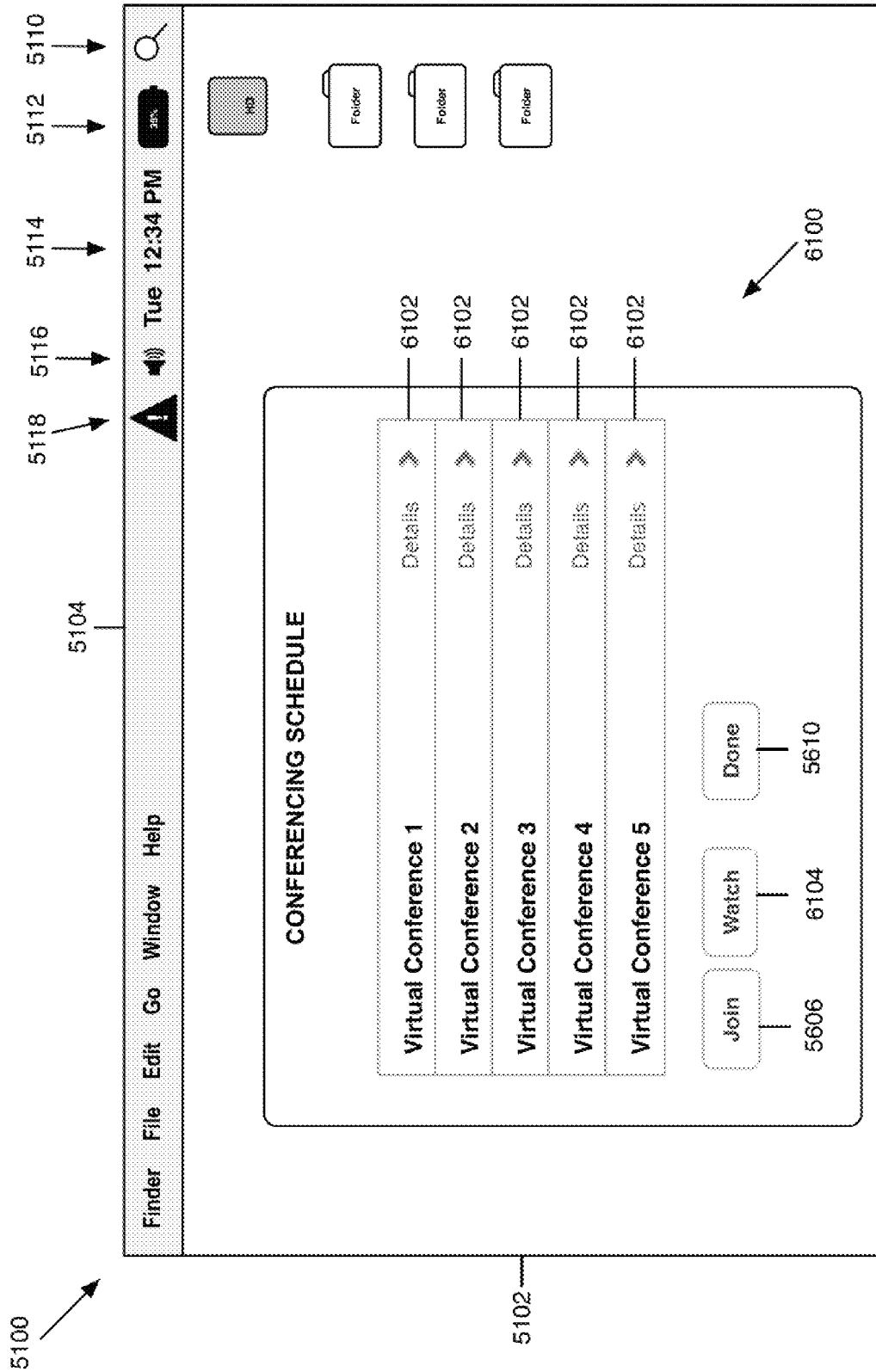
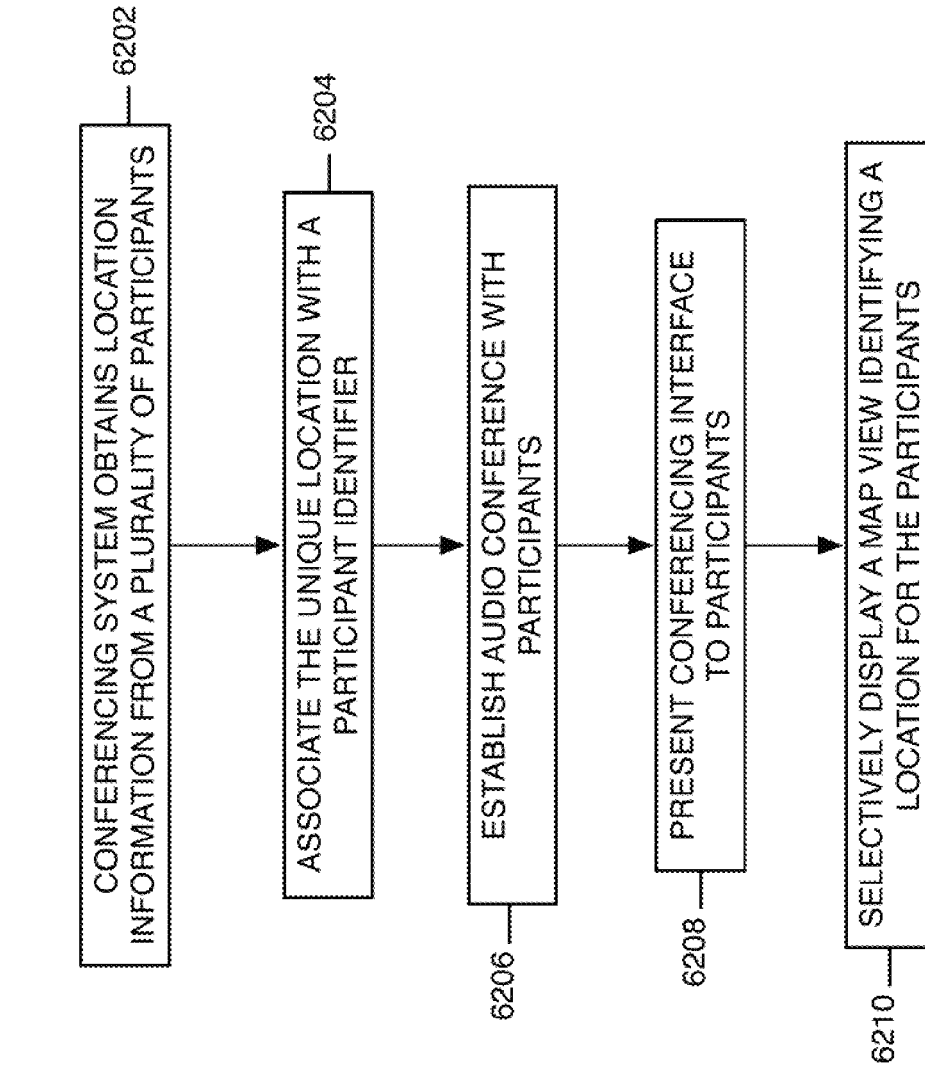
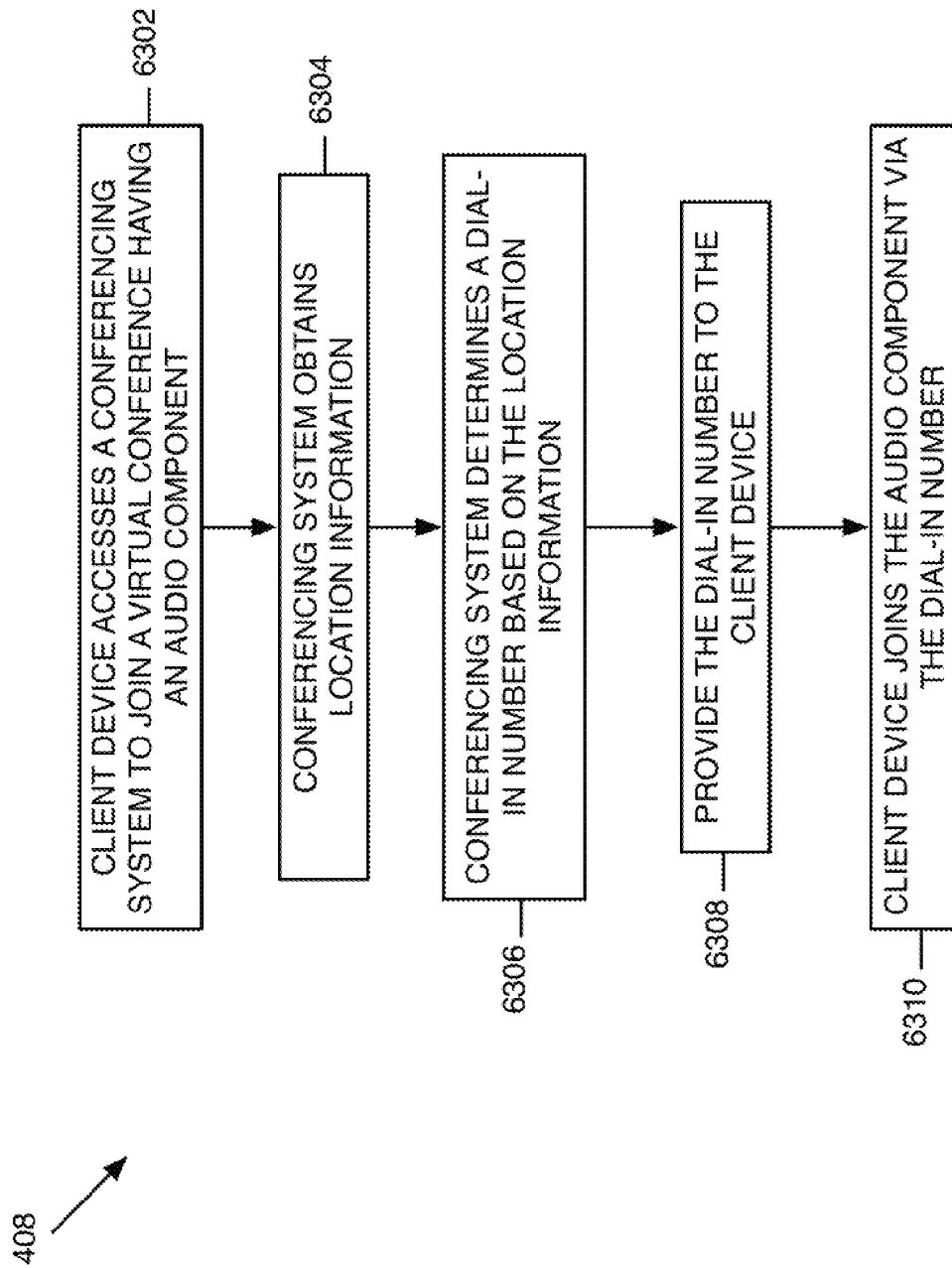


FIG. 61

**FIG. 62**

**FIG. 63**

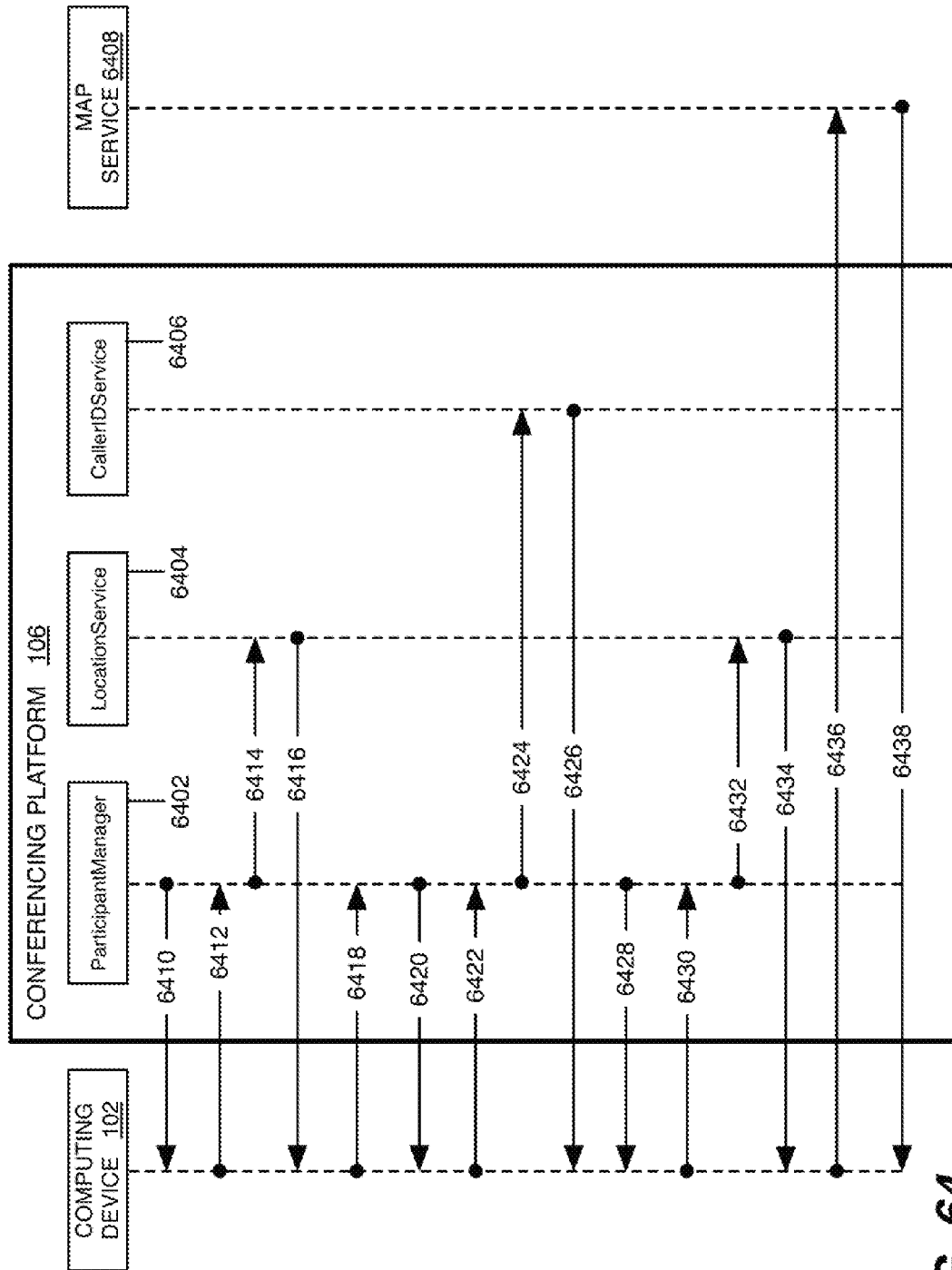


FIG. 64

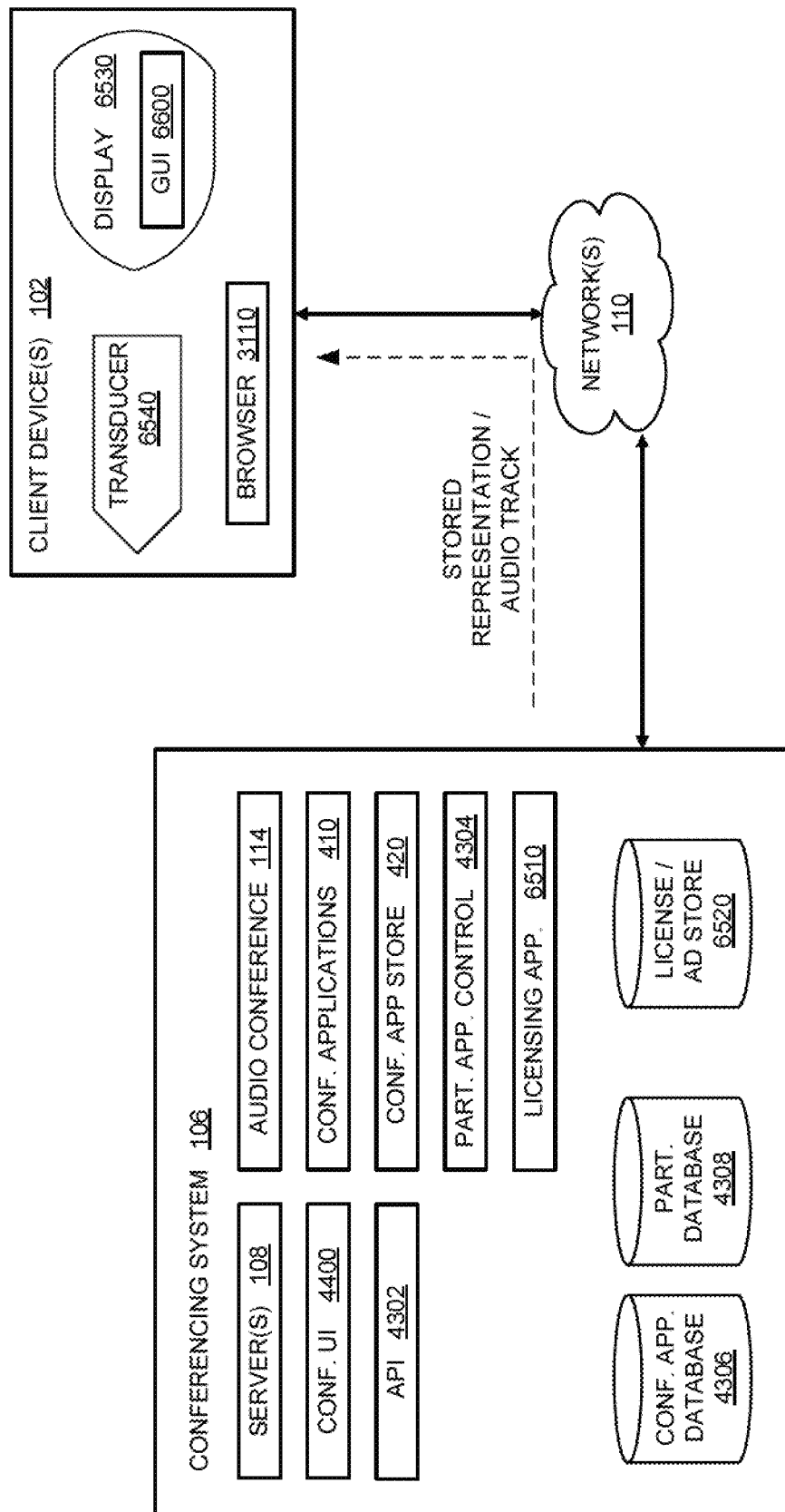


FIG. 65

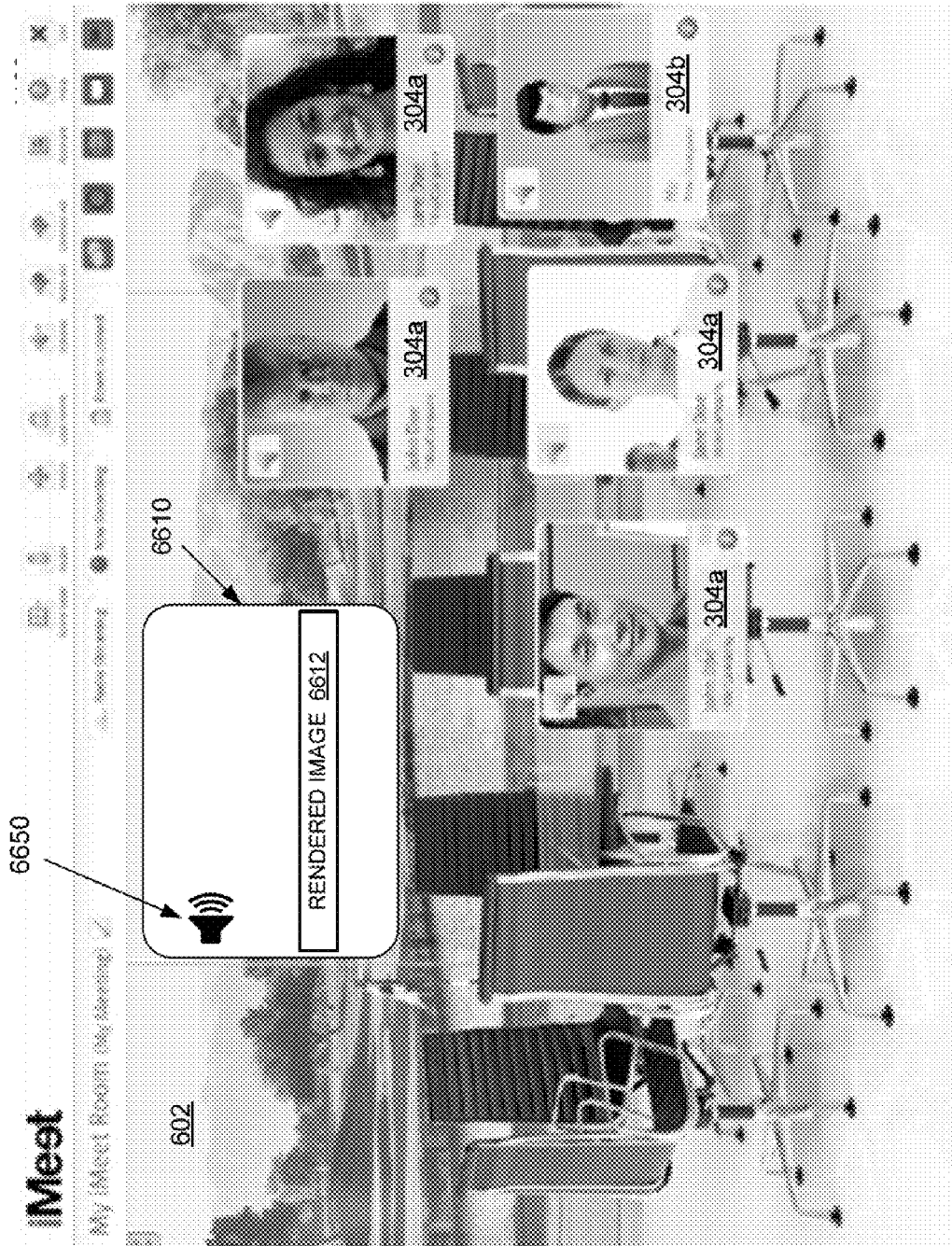


FIG. 66

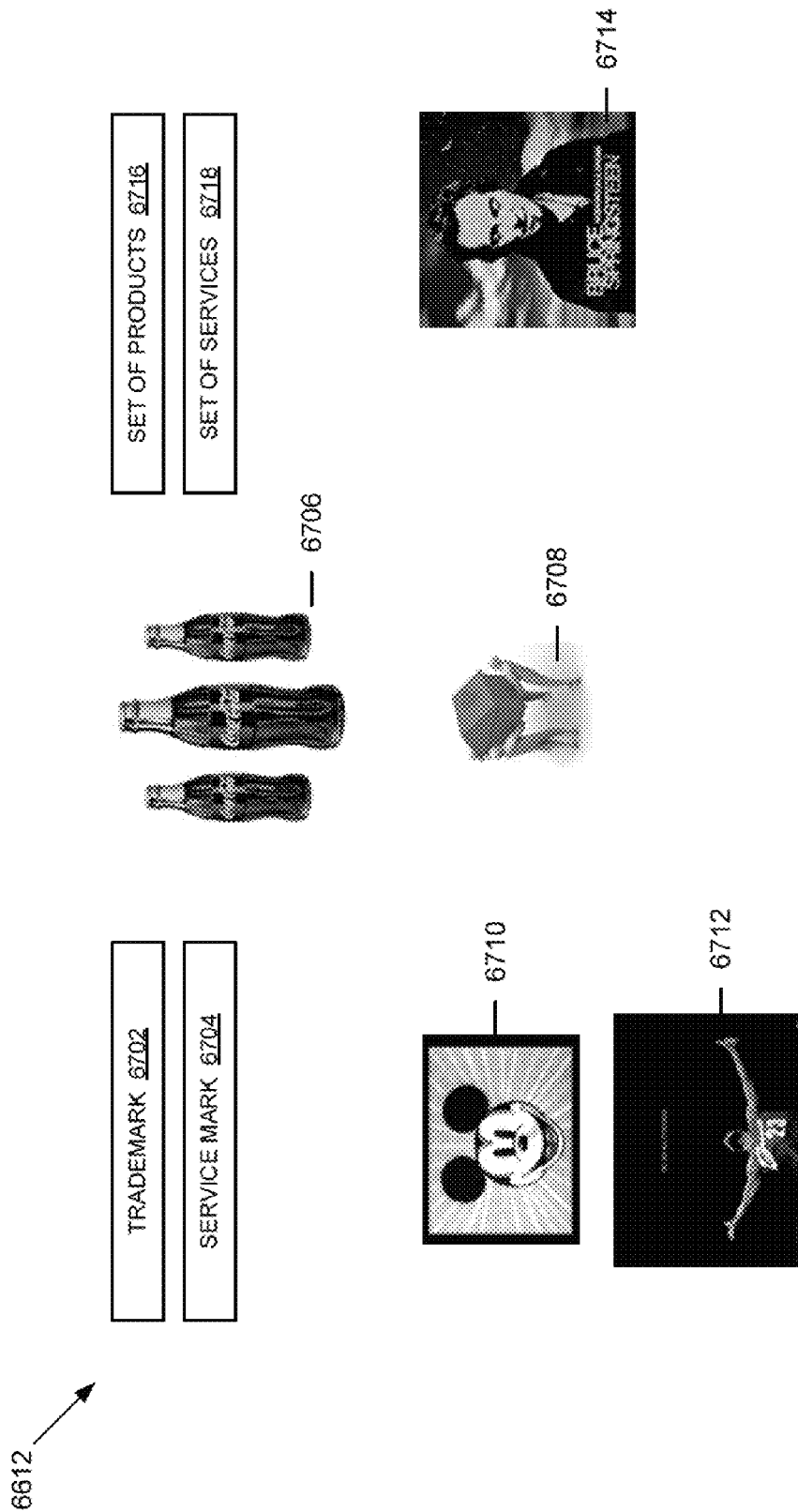
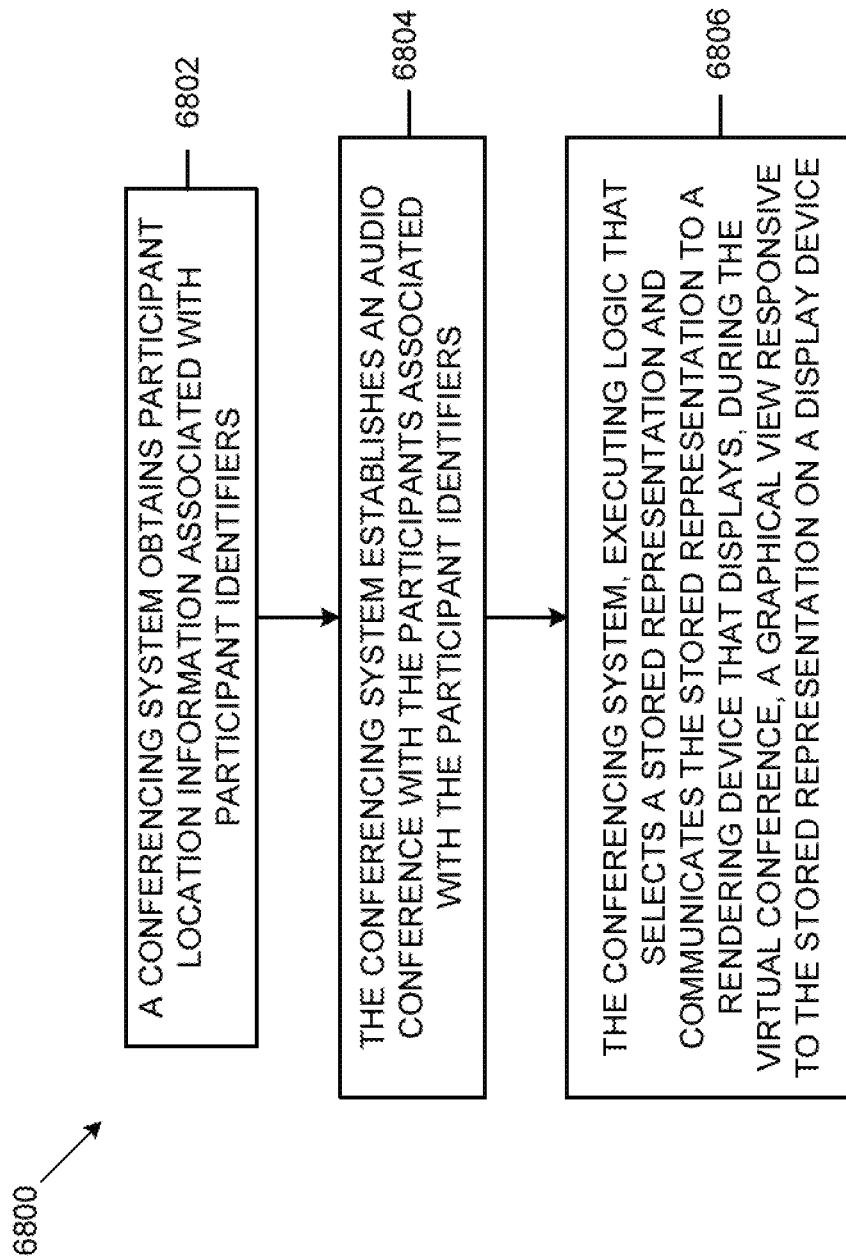
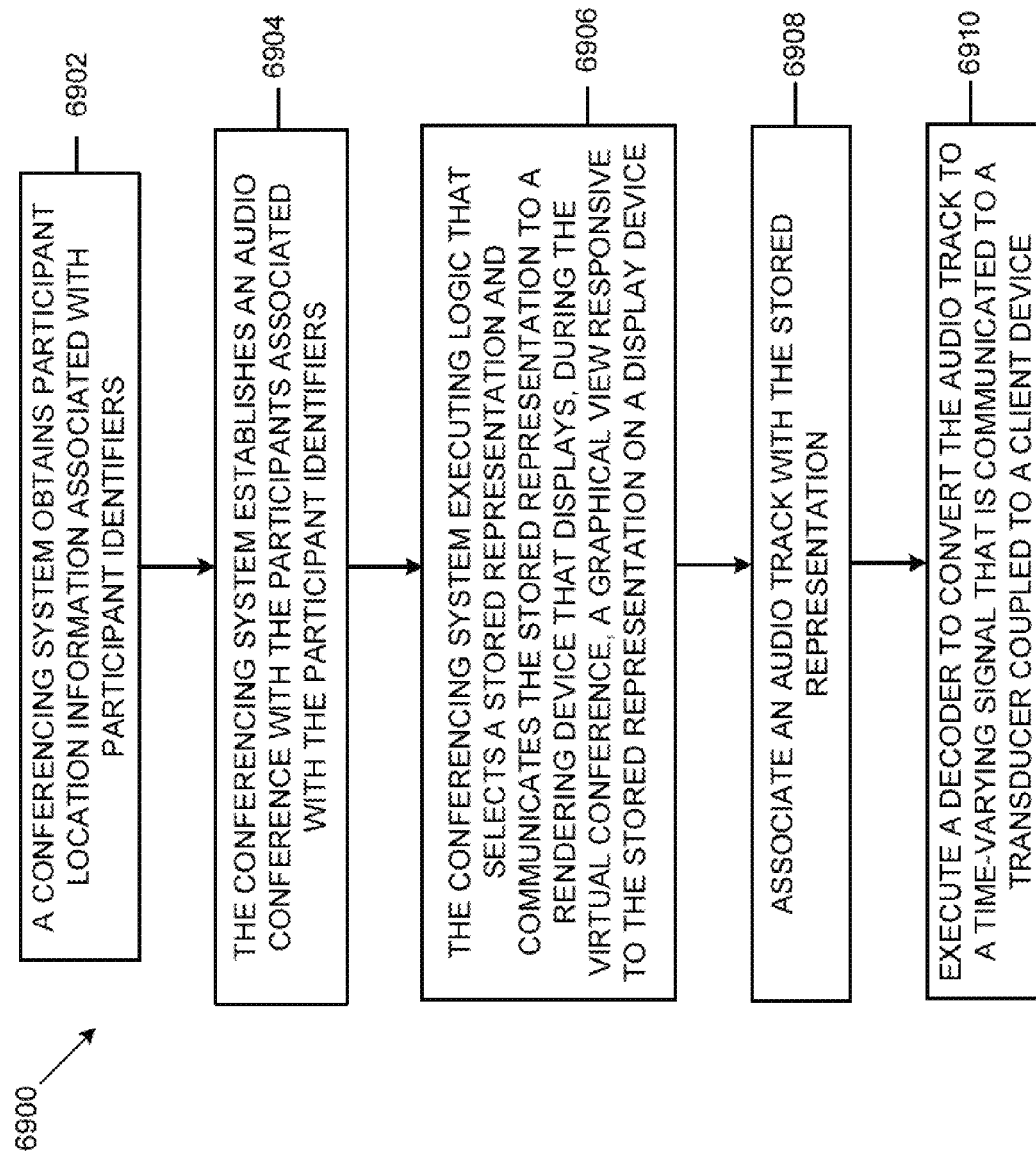


FIG. 67

**FIG. 68**

**FIG. 69**

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LOCATION AWARE CONFERENCING WITH GRAPHICAL REPRESENTATIONS THAT ENABLE LICENSING AND ADVERTISING

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is related by subject matter to the following concurrently-filed patent applications filed on Apr. 30, 2010, each of which is hereby incorporated by reference in its entirety: International Patent Application Serial No. PCT/US10/33084, entitled "Systems, Methods, and Computer Programs for Providing a Conference User Interface" (Applicant: American Teleconferencing Services, Ltd.; International Patent Application Serial No. PCT/US10/33096, entitled "Conferencing Application Store" (Applicant: American Teleconferencing Services, Ltd.; International Patent Application Serial No. PCT/US10/33108, entitled "Sharing Social Networking Content in a Conference User Interface" (Applicant: American Teleconferencing Services, Ltd.; International Patent Application Serial No. PCT/US10/33122, entitled "Distributing Information Between Participants in a Conference via a Conference User Interface" (Applicant: American Teleconferencing Services, Ltd.; International Patent Application Serial No. PCT/US20/33137, entitled "Record and Playback in a Conference" (Applicant: American Teleconferencing Services, Ltd.; U.S. patent application Ser. No. 12/771,979 entitled "Conferencing Alerts" (First Named Inventor: Boland T. Jones; U.S. patent application Ser. No. 12/771,920 entitled "Participant Profiling in a Conferencing System" (First Named Inventor: Boland T. Jones; U.S. patent application Ser. No. 12/771,827 entitled "Location-Aware Conferencing" (First Named Inventor: Boland T. Jones; U.S. patent application Ser. No. 12/771,400 entitled "Real-Time Speech-to-Text Conversion in an Audio Conference Session" (First Named Inventor: Boland T. Jones; U.S. patent application Ser. No. 12/772,023 entitled "Managing Participants in a Conference via a Conference User Interface" (First Named Inventor: Boland T. Jones; U.S. patent application Ser. No. 12/772,069 entitled "Managing Conference Sessions via a Conference User Interface" (First Named Inventor: Boland T. Jones; U.S. patent application Ser. No. 12/772,068 entitled "Participant Authentication via a Conference User Interface" (First Named Inventor: Boland T. Jones; U.S. patent application Ser. No. 12/771,172 entitled "Location-Aware Conferencing with Participant Rewards" (First Named Inventor: Boland T. Jones; U.S. patent application Ser. No. 12/771,253 entitled "Location-Aware Conferencing with Graphical Interface for Communicating Information" (First Named Inventor: Boland T. Jones; U.S. patent application Ser. No. 12/771,942 entitled "Location-Aware Conferencing with Entertainment Options" (First Named Inventor: Boland T. Jones; U.S. patent application Ser. No. 12/771,366 entitled "Location-Aware Conferencing with Graphical Interface for Participant Survey" (First Named Inventor: Boland T. Jones; U.S. patent application Ser. No. 12/771,522 entitled "Transferring a Conference Session Between Client Devices" (First Named Inventor: Boland T. Jones; and U.S. patent application Ser. No. 12/771,742 entitled "Location-Aware Conferencing with Calendar Functions" (First Named Inventor: Boland T. Jones.

BACKGROUND

Currently, there are a number of conference solutions for enabling people to conduct live meetings, conferences, presentations, or other types of gatherings via the Internet, the

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public switched telephone network (PSTN), or other voice and/or data networks. Participants typically use a telephone, computer, or other communication device that connects to a conference system. The meetings include an audio component and a visual component, such as, a shared presentation, video, whiteboard, or other multimedia, text, graphics, etc. These types of convenient conference solutions have become an indispensable form of communication for many businesses and individuals.

Despite the many advantages and commercial success of existing conference, meeting, grouping or other types of gathering systems, there remains a need in the art for improved conference, meeting, grouping or other types of gathering systems, methods, and computer programs.

SUMMARY

Various embodiments of systems, methods, and computer programs are disclosed for providing a virtual conference. One embodiment is a distributed system that supports an audio conference and a virtual conference. The distributed system includes at least one client device associated with a display device and a conferencing system coupled to the at least one client device via one or more networks. The conferencing system includes an interface, a memory element, an audio conference application, and a licensing application. The interface obtains information associated with a plurality of participant identifiers. The memory element stores one or more representations. The audio conference application establishes and manages an audio conference with participants associated with the plurality of participant identifiers. The licensing application communicates the one or more representations to rendering device that displays, during the virtual conference, a graphical view responsive to the one or more representations on the display device.

Another embodiment is a method for providing a virtual conference. The method includes a conferencing system obtaining participant location information associated with a plurality of participant identifiers, the conferencing system establishing an audio conference with participants associated with the plurality of participant identifiers and executing logic that selects a stored representation and communicates the stored representation to a rendering device that displays, during the audio conference, a graphical view responsive to the stored representation on a display device.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a block diagram illustrating an embodiment of a computer system for integrating a conference interface with an audio conference.

FIG. 2 is a flowchart illustrating an embodiment of the operation of the computer system of FIG. 1.

FIG. 3 is a screen shot illustrating an embodiment of a conference interface presented via the graphical user interface in the computer system of FIG. 1.

FIG. 4 is a block diagram illustrating an embodiment of the server of FIG. 1 for integrating a conference interface with an audio conference.

FIG. 5 is a flowchart illustrating the architecture, operation, and/or functionality of an embodiment of the participant configuration module(s) of FIG. 4.

FIG. 6 is a login screen for a conference interface presented via the graphical user interface of FIGS. 1 & 4.

FIG. 7 is participant setup screen for a conference interface presented via the graphical user interface of FIGS. 1 & 4.

FIG. 8 is host setup screen for a conference interface presented via the graphical user interface of FIGS. 1 & 4.

FIG. 9 is a screen shot of an embodiment of a conference interface presented via the graphical user interface of FIGS. 1 & 4 with a first location view.

FIG. 10 is a screen shot of another embodiment of a conference interface with a tile view.

FIG. 11 illustrates the screen shot of FIG. 10 with the attendees list expanded.

FIG. 12 is a screen shot of a further embodiment of a conference interface with a theatre view.

FIG. 13 is a screen shot of another embodiment of a conference interface.

FIG. 14 illustrates the screen shot of FIG. 13 with two participants displaying business card.

FIG. 15 is a flowchart illustrating the architecture, operation, and/or functionality of an embodiment of the automated location view configuration module(s) of FIG. 4.

FIG. 16 is a block diagram illustrating another embodiment of the server of FIGS. 1 & 4.

FIG. 17 is a functional block diagram illustrating an embodiment of the integrated speech-to-text/search module(s) in the server of FIG. 4.

FIG. 18 is a screen shot illustrating an embodiment of a map view of the participants in the conference interface.

FIG. 19 is a functional block diagram illustrating an embodiment of the location-based services module(s) in the server of FIG. 4.

FIG. 20 is a functional block diagram illustrating an embodiment of the in-conference participant identification module(s) in the server of FIG. 4.

FIG. 21 is a block diagram of an embodiment of a VoIP conferencing system in which the conference interface of FIGS. 1 & 4 may be implemented.

FIG. 22 is a block diagram of another embodiment of a distributed VoIP conferencing system in which the conference interface of FIGS. 1 & 4 may be implemented.

FIG. 23 is a block diagram of an embodiment of a distributed conference using the distributed VoIP conferencing system of FIG. 22.

FIG. 24 is a call flow diagram for an embodiment of a PSTN participant in the VoIP conferencing systems of FIGS. 21-23.

FIG. 25 is a call flow diagram for an embodiment of a VoIP participant in the VoIP conferencing systems of FIGS. 21-23.

FIG. 26 is a flow chart illustrating an embodiment of a method for providing real-time resources to participants in a conference interface.

FIG. 27 is block diagram illustrating a server for implementing another embodiment of the integrated speech-to-text/search module(s) of FIG. 4.

FIG. 28 is a flowchart illustrating the architecture, operation, and/or functionality of an embodiment of the relevance engine in the server of FIG. 27.

FIG. 29 is a diagram illustrating an exemplary data structure implemented by the relevance engine of FIG. 28.

FIG. 30 is a flowchart illustrating the architecture, operation, and/or functionality of an embodiment of the resources engine of FIG. 27.

FIG. 31 is a block diagram illustrating an embodiment of a computer system for sharing social networking content in a conference interface.

FIG. 32 is a block diagram illustrating an exemplary social networking system.

FIG. 33 is block diagram illustrating an exemplary social networking website in the social networking system of FIG. 31.

FIG. 34 is a user interface screen shot of an embodiment of a conference interface for enabling a participant to share social networking content during an audio conference.

FIG. 35 is a flowchart illustrating an embodiment of a method for providing social networking content in a conference interface.

FIG. 36 is a flowchart illustrating an embodiment of a method for incorporating social networking data in a conference interface.

FIG. 37 is a flowchart illustrating an embodiment of a method for gathering participant information for the participant database in the system of FIG. 20.

FIG. 38 is a diagram illustrating an exemplary data structure implemented in the participant database of FIG. 20.

FIG. 39 is a flowchart illustrating the architecture, operation, and/or functionality of an embodiment of the in-conference participant identification module(s) in the server of FIG. 4.

FIG. 40 is a user interface screen shot illustrating an embodiment of a conference interface for implementing aspects of the in-conference participant identification module(s).

FIG. 41a is a more detailed view of one of the participant objects in the conference interface of FIG. 40.

FIG. 41b illustrates the participant object of FIG. 41a with the audio indicator in a speaking state.

FIG. 42a illustrates an embodiment of a participant object for an unidentified participant.

FIG. 42b illustrates an embodiment of a user interface screen for implementing a participant profile user interface control.

FIG. 43 is a block diagram illustrating an embodiment of a computer system for implementing a conferencing app store in a conferencing system.

FIG. 44 is screen shot illustrating an exemplary embodiment of a conference interface for implementing certain aspects of the conferencing app store for enabling participants to interact with conferencing applications during an audio conference.

FIG. 45 is a screen shot of another embodiment of a conference interface for implementing aspects of the conferencing app store for enabling participants to browse available conference applications during an audio conference.

FIG. 46 is a diagram illustrating an exemplary data structure implemented by the conference app store and/or the participant application control modules in FIG. 43.

FIG. 47 is a screen shot of another embodiment of the conference interface for implementing aspects of the conference app store for enabling participants to purchase or otherwise access conferencing applications.

FIG. 48 is a flowchart illustrating the architecture, operation, and/or functionality of an embodiment of the participant application control modules in the conferencing system of FIG. 43.

FIG. 49 flowchart illustrating the architecture, operation, and/or functionality of another embodiment of the participant application control modules in the conferencing system of FIG. 43.

FIG. 50 is a block diagram illustrating an embodiment of a computer system for implementing a conferencing notification application on a client device.

FIG. 51 is a screen shot illustrating an embodiment of a desktop user interface for accessing exemplary services provided by the conferencing notification application of FIG. 50.

FIG. 52 is a user interface screen shot illustrating another embodiment of a mobile user interface for accessing services provided by the conferencing notification application of FIG. 50.

FIG. 53 is a screen shot illustrating an embodiment of a method for launching a conferencing notification menu via the mobile user interface of FIG. 52.

FIG. 54 is a user interface screen shot illustrating an embodiment of a conferencing notification menu in the desktop user interface of FIG. 51.

FIG. 55 is a block diagram illustrating an exemplary implementation of the conferencing API in FIG. 50.

FIG. 56 is a user interface screen shot illustrating an embodiment of a conferencing notification functionality displayed in the mobile user interface of FIG. 52.

FIG. 57 illustrates the user interface screen shot of FIG. 57 for enabling a user to join a conference via the conferencing notification functionality.

FIG. 58 is a user interface screen shot illustrating an embodiment of a conference interface for an exemplary mobile computing device.

FIG. 59 is a flowchart illustrating the architecture, operation, and/or functionality of an embodiment of the conferencing notification application of FIG. 50.

FIG. 60 is a flowchart illustrating the architecture, operation, and/or functionality of another embodiment of the conferencing notification application of FIG. 50.

FIG. 61 is a user interface screen shot illustrating an embodiment of a conference scheduler functionality.

FIG. 62 is a flowchart illustrating the architecture, operation, and/or functionality of an embodiment of the location-based services module(s) of FIG. 19.

FIG. 63 is a flowchart illustrating the architecture, operation, and/or functionality of another embodiment of the location-based services module(s) of FIG. 19.

FIG. 64 is a combined block/flow diagram illustrating exemplary embodiments for enabling a conferencing system to obtain location information.

FIG. 65 is a block diagram illustrating an embodiment of a system that includes licensing and advertising with a conferencing system.

FIG. 66 is a screen shot illustrating an embodiment of a display presented on the client device of FIG. 65.

FIG. 67 illustrates alternative embodiments of rendered images that may be presented in the panel of FIG. 66.

FIG. 68 is a flowchart illustrating an embodiment of a method for providing a virtual conference view responsive to a stored representation.

FIG. 69 is a block diagram illustrating an alternative embodiment of a method for providing a virtual conference responsive to a stored representation including an associated audio track.

DETAILED DESCRIPTION

Various embodiments of systems, methods, and computer programs are disclosed for providing a visually engaging conference experience to participants of a conference via a conference user interface presented to a client device. The conference interface may be used for conferences, meetings, groupings or other types gatherings (collectively, a “conference” with a system that provides the conference interface for a conference being referred to herein as a “conferencing system”) for any variety of purposes of one or more people, groups or organizations (including combinations thereof and collectively referred to as “participants”) with or without an audio component, including, without limitation, enabling

simulcast audio with such conference for the participants. As mentioned above and described below in detail with reference to one or more of the embodiments illustrated in the drawings, the conference interface may be configured to provide any desirable content and/or functionality and may support various user interface and conferencing features. In some embodiments, the conference interface comprises a computer-simulated virtual conference location that is presented to one or more of the participants of an audio conference via a graphical user interface.

FIG. 1 illustrates a computer system 100 representing an exemplary working environment for providing a virtual conference location with an audio conference. The computer system 100 comprises a plurality of client devices 102a-102d in communication with a conferencing system 106 and server(s) 108 via one or more communication networks 110. The network(s) 110 may support wired and/or wireless communication via any suitable protocols, including, for example, the Internet, the Public Switched Telephone Network (PSTN), cellular or mobile network(s), local area network(s), wide area network(s), or any other suitable communication infrastructure. The client devices 102a-102c may be associated with participants 104a-104c, respectively, of the audio conference, and the client device 102d may be associated with a host 104d of the audio conference. The terms “host” and “participant” merely refer to different user roles or permissions associated with the audio conference. For example, the “host” may be the originator of the audio conference and, consequently, may have user privileges that are not offered to the participants, and the conference interface may provide additional functionality not available to the other participants. Nonetheless, it should be appreciated that the terms “host,” “participant,” and “user” may be used interchangeably depending on the context in which it is being used.

The client devices 102 may comprise any desirable computing device, which is configured to communicate with the conferencing system 106 and the server 108 via the networks 110. The client device 102 may comprise, for example, a personal computer, a desktop computer, a laptop computer, a mobile computing device, a portable computing device, a smart phone, a cellular telephone, a landline telephone, a soft phone, a web-enabled electronic book reader, a tablet computer, or any other computing device capable of communicating with the conferencing system 106 and/or the server 108 via one or more networks 110. The client device 102 may include client software (e.g., a browser, plug-in, or other functionality) configured to facilitate communication with the conferencing system 106 and the server 108. It should be appreciated that the hardware, software, and any other performance specifications of the client device 102 are not critical and may be configured according to the particular context in which the client device 102 is to be used.

The conferencing system 106 generally comprises a communication system for establishing an audio conference 114 between the client devices 102. The conferencing system 106 may support audio via a voice network and/or a data network. In one of a number of possible embodiments, the conferencing system 106 may be configured to support, among other platforms, a Voice Over Internet Protocol (VoIP) conferencing platform such as described in U.S. patent application Ser. No. 11/637,291 entitled “VoIP Conferencing,” filed on Dec. 12, 2006, which is hereby incorporated by reference in its entirety. It should be appreciated that the conferencing system 106 may support various alternative platforms, technologies, protocols, standards, features, etc. Regardless of the communication infrastructure, the conferencing system 106 may be

configured to establish an audio connection with the client devices **102a-102d**, although in some embodiments the audio portion may be removed. As illustrated in FIG. 1, the conferencing system **106** may establish the audio conference **114** by combining audio streams **122a-122d** associated with the client devices **102a-102d**, respectively.

In the embodiment of FIG. 1, the server **108** comprises a virtual conference location application **116** that generally comprises the logic or functionality for configuring and presenting, via the graphical user interface **132**, a virtual conference location **118** (or other conference user interface) with the audio conference **114** to the client devices **102**. One of ordinary skill in the art will appreciate that the virtual conference location application **116** (and any associated or other modules described herein) may be implemented in software, hardware, firmware, or a combination thereof. In one embodiment, the systems are implemented in software or firmware that is stored in a memory and that is executed by a suitable instruction execution system. In software or firmware embodiments, the logic may be written in any suitable computer language. In hardware embodiments, the systems may be implemented with any or a combination of the following, or other, technologies, which are all well known in the art: a discrete logic circuit(s) having logic gates for implementing logic functions upon data signals, an application specific integrated circuit (ASIC) having appropriate combinational logic gates, a programmable gate array(s) (PGA), a field programmable gate array (FPGA), etc.

As mentioned above, the virtual conference location **118** comprises a computer-simulated conference location that is presented to the client devices **102**. The virtual conference location **118** may be presented to the participants **104a-104d** via a graphical user interface **132**. The virtual conference location **118** may store in an associated memory various forms of data for managing and presenting the computer-simulated conference locations. In the embodiment illustrated in FIG. 1, the virtual conference location **118** comprises graphical representations **128** of one or more virtual location views **124**. The same virtual location view **124** may be provided to each of the participants **104**. In some embodiments, the participants **104** may customize a virtual location view **124** or other aspects of the conference interface, in which case the system may present different location views **124** across the client devices **102**. The virtual conference location **118** may further comprise graphical representations **128** of the participants **104**, as well as user-related information **130** associated with each participant **104**. In this manner, the virtual conference location **118** graphically represents the participants on the audio conference **114** in a simulated conference location via the GUI **132**.

It should be appreciated that the graphical representations **128** of the participants **104** may comprise, for example, a 2-D graphic, a 3-D graphic, an avatar, an icon, an uploaded image, or any other suitable graphics, emblems, designs or other marks (each a "graphical representation") for uniquely or otherwise identifying the participants **104**. The user-related information **130** (e.g., name, address, email, telephone number, profile information, etc.) may be displayed in association with, or separately from, the graphical representations **128**. FIG. 3 illustrates an exemplary implementation of a virtual conference location **118** presented in the graphical user interface **132** as one of a number of possible embodiments of a conference interface. In the embodiment of FIG. 3, the virtual location view **124** comprises an image **302** of an office conference table with chairs and a background of a golf course. The participants **104** are visually represented with participant objects (e.g., tiles **304a** and **304b**). The image **302** may gen-

erally comprise any background or visual backdrop or functionality for the tiles **304**. The graphical representation **128** in the tiles **304a** comprises a picture or photograph of the corresponding participant **104**, although any content, audio, video, media, or functionality may be presented. The graphical representation **128** in the tiles **304b** comprises an avatar-like image, which may be uploaded to the server **108** or selected and/or customized from predefined images.

FIG. 2 illustrates an embodiment of a method for providing the virtual conference location **118**. At block **202**, the conferencing system **106** establishes the audio conference **114** between the client devices **102**. As known in the art, the conferencing system **106** may establish a separate audio stream **122** (FIG. 1) for each client device **102**. The audio streams **122a-122d** may be combined into a single audio stream for presentation to the client devices **102** as the audio conference **114**. One of ordinary skill in the art will appreciate that audio conference **114** may be established in various ways depending on the particular conferencing technologies being employed. At block **204**, the virtual conference location application **116** may obtain information from the participants **104** via the graphical user interface **132**. The information may be obtained via the conferencing system **106** and/or the server **108**. For example, the participants **104** may provide or select the graphical representations **128** and/or **126** and the user-related information **130**, or other media. At block **206**, the server **108** configures the virtual conference location **118** according to the virtual location view(s) **124**. It should be appreciated that the virtual location view(s) **124** may be specified by the participants **104** or automatically generated by the server **108** based on, for example, known or acquired characteristics of the participants **104**, locations of the participants **104**, the identity of organization(s) associated with the conference, planned subject matter for the conference, or any other desirable information for manually or automatically matching a virtual location view **124** to the conference. In some embodiments, the virtual location view **124** may be modified or replaced, either manually or automatically, during the conference by participants **104** or the server **108**. At block **208**, the virtual conference location **118** may be populated with the participants **104**, for example, by graphically representing the participants **104** in the participant objects (e.g., tiles **304**) according to the graphical representations **128** and/or the user-related information **130**. The graphical representations **128** may be logically associated with a corresponding audio stream **122** to visually distinguish a participant **104** while he/she is talking. As illustrated in FIG. 3, the graphical representations **128** may include a microphone image that is visually altered when a participant **104** is talking. At block **210**, the virtual conference location **118** and the audio conference **114** are provided to the client devices **102**.

As further illustrated in the embodiment of FIG. 3, the conference interface may further comprise various user interface control(s) for enabling a participant to access any of the following, or other, features: a drop down menu for selecting and/or changing the virtual conference location **118**, view, etc.; an invite control for inviting additional participants **104** to the audio conference **114**; a lock room control for locking the current conference; an audio control for managing aspects of the audio conference **114** (e.g., recording the audio conference **114**); a volume control; a mute/unmute control; and an account control for accessing and managing the participant's account with the conferencing system **106**.

FIG. 4 is a block diagram illustrating the general structure and architecture of an embodiment of the server **108** for supporting the virtual conference location application **116** (or other conference interface(s) or application(s) presented to or

residing at the client device **102** or server(s) **108** and associated features, functionality, etc. The server **108** may comprise one or more processors **402**, a network interface **406**, and memory **404** in communication via, for example, a local interface **405**. The network interface **406** is configured to communicate with the conferencing system **106** and other computer systems or servers (e.g., server(s) hosting or otherwise providing map sites **409**, social networking sites **415**, search engines **418**, etc.) via the network(s) **110**. The server **108** and the virtual conference location application **116** may support various services, features, applications, etc. that may be implemented via computer programs stored in memory **404** and executed via processors **402**. In the embodiment illustrated in FIG. 4, memory **404** includes virtual conference location application **116** and various additional modules for implementing associated features, including location-based services module(s) **408**, conference alert module(s) **404**, social network integration module(s) **414**, in-conference participant identification module(s) **406**, participant configuration module(s) **412**, conferencing application(s) **410**, automated location view configuration module(s) **424**, integrated speech-to-text/search module(s) **422**, and a conference app store functionality **420**.

As described below in more detail with reference to FIGS. **50-64**, conference alert module(s) **404** support a conference alert or notification feature, which may be provided to client devices **102**. An alert application (or other software) residing on a client device **102** may be configured to notify the host **104d** that a conference (e.g., audio conference **114**, an online conference, a virtual conference location **118**, or other conference interface) has started and manages who has joined by showing the name and number of participants **104** via, for example, a push from the application. As participants join, the notification may maintain a count of the number of participants **104**. It may also allow the host **104d** to quickly enter the conference from the application, modify settings prior to an audio conference **114** starting, and provide easy access to account numbers. The application may display, for example, an icon or other user interface control or feature in a system application tray of the client device **102**, which exposes a menu or other functionality that enables users to modify certain settings, configurations, options, etc.

While the conference alert application is running, it communicates with the conferencing infrastructure using, for example, a conferencing API **112** (FIG. 4). The communications may comprise, for example, status checks of the user's conferencing bridges or locations to determine if there are any active participants **104**. In the event that someone has entered the user's location or joined one of their bridges via a phone, this activity may be transmitted to the alert application as a status update. The update may include other information about the newly joined participant **104** such as the incoming phone number, email address, name, or other identifiable details (e.g., user-related information **130**—FIG. 1) that may be determined using, for example a caller ID database.

The application alerts the user by displaying a message on a display of the client device **102**. The message may appear for a pre-determined amount of time, which may be configurable in the application's settings. The content of the message may further include the details transmitted in the status update mentioned above. The message display may also provide a mechanism for the user to acknowledge the message by either cancelling or joining a location. If the user chooses to cancel a particular message, subsequent messages will appear as new members join a location or audio bridge, with a run-

ning tally indicating the total number of participants. If the user chooses to join their own location, the alerts will cease until the event has ended.

The in-conference participant identification module(s) **406** generally support various techniques for developing and operating a database (e.g., participant ID database **2018**—FIG. 20) for identifying participants in an audio conference **114**. The conferencing system **106** and/or servers **108** may employ caller identification (ID) databases to capture information about who has dialed into, or otherwise accessed, the audio conference **114**. For callers who dial in without joining via a web presence, the system can capture the dial-in number (ANI). There are numerous databases that store information such as name, location, etc. about that ANI. In order to better identify the caller in the audio conference **114**, data may be pulled from various databases and made visible in the virtual conference location **118**. Once obtained, that data may be stored to be used when that caller dials-in again. In this manner, the virtual conference location application **116** may create and manage a proprietary caller ID database **2018** (FIG. 20) for participants **104**, which may provide more information about them.

As illustrated in the embodiment of FIG. 20, the virtual conference location application **116** may obtain information about participants **104** by sending a request **2002** to the client device(s) **102** or otherwise enabling the participants **104** to submit information **2004** (either about themselves or other participants **104**) to the virtual conference location application **116**. For example, the GUI **132** (FIG. 1) may include various UI mechanisms for enabling the user to provide the information **2004**. During the audio conference **114**, a participant **104** may recognize an unidentified participant's voice and provide appropriate contact information, which may then be stored in the database **2018** via interface **2014**. Participants **104** may also specify additional information about themselves by, for example, supplementing user info **130** (FIG. 1) or providing new information. This information may be specified manually or the participants **104** may authorize the server **108** to access user information stored in remote servers. For example, a participant **104** may authorize the server **108** to access data stored on a social networking site **415** (FIG. 4), or the information may automatically be obtained via, for example, search engine(s) **419** based on the currently-available user info **130**. As illustrated in FIG. 20, user information may be obtained from caller ID databases **2016** (or other server(s)) via requests **2006** and responses **2008** between the server **108** and the databases **2016**. The information obtained from the databases **2016** or servers may be stored in the participant identification database **2018** (via interface **2012**).

FIG. 37 illustrates an embodiment of a method **3700** for obtaining participant information in an audio conference **114** via a conference interface. At block **3702**, a participant **104** requests to join an audio conference **114**. The request may originate from the client device **102** and be sent to the conferencing system **106** via, for example, a voice network, a data network, any combination thereof, or any other network. In this regard, it should be appreciated that, in some embodiments, the participant **104** may be requesting to join the audio conference **114** via a voice call originating from a client device having a telephone number. The voice call may be carried over a mobile telephone system, the PSTN, etc. The voice call may originate from the computing device **102** as an incoming voice call to the conferencing system **106** or, as described above, the participant **104** may request an outgoing voice call to the computing device **102**. Alternatively, the participant **104** may join the audio conference **114** by estab-

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lishing an audio session via, for instance, a VoIP session, a web-based connection, or any other data connection.

At decision block 3704, the conferencing system 106 may determine whether the participant 104 is joining the audio conference 114 via an incoming voice call. If the participant 104 is not joining the audio conference 114 via an incoming voice call (e.g., the participant is joining via a web presence), the system may request that the participant 104 provide participant profile information (block 3706). The participant profile information may comprise any desirable parameters identifying the participant 104 or other information related to the participant 104 (e.g., the parameters identified in the exemplary screen shots of FIGS. 6-8). At block 3708, the conferencing system 106 receives the specified parameters and, at block 3710, stores them in a database (e.g., database 2018). FIG. 38 illustrates an embodiment of a data structure 3800 for storing various participant profile parameters associated with a particular participant 104. Each participant 104 in an audio conference 114 may be identified with a unique participant identifier 3802 and may include any of the following, or other, parameters; a name 3804; a title 3806; an email address 3808; a phone number 3810; a resident and/or home address 3812; a current location 3814 (which may be obtained by GPS coordinates from the client device, from an IP address, etc.); social networking profile parameters 3816; a graphical representation 124 (FIG. 1); a virtual location view 124 (FIG. 1); and conference applications 3818 that the participant 104 has purchased, selected, or are otherwise accessible to the participant during an audio conference 114.

At block 3712, the conferencing system 106 may present a conference user interface to the computing device 102 associated with the participant 104 (as well as the other devices/participants in the audio conference 114). To identify the participant 104, the conference user interface may display one or more of the specified participant profile parameters in association with an audio indicator 3820 (FIG. 38). The audio indicator 3820 comprises a user interface control that indicates when the participant 104 is speaking. In this regard, each participant identifier 3802 may have a corresponding audio indicator 3820. In an embodiment, the conference user interface may be configured as a virtual conference location 118, as described above, although it should be appreciated that the term conference user interface or conference interface refers to any graphical user interface associated with the audio conference 114, an online conference, or any other conference, which presents information, data, multimedia, etc. and/or functionality or applications (e.g., conferencing applications 3818) to the participants.

FIG. 40 illustrates an embodiment of a conference user interface 4000 for displaying the participant profile parameters. The conference user interface generally comprises a screen portion 4002 that displays a participant object 4004 for each participant 104. The objects 4004 may be arranged in any of the ways described below in connection with FIGS. 9-14. The screen portion 4002 may further comprise a virtual location view 124. An object 4004 may comprise a graphical representation 4102, profile information 4104, an audio indicator 4106 (which corresponds to the audio indicator identifier 3820 in FIG. 38), and a business card component 4108. The graphical representation 4102 comprises a picture, photograph, icon, avatar, etc. for identifying the corresponding participant 104. The graphical representation 4004 may be similar to the graphical representation 128, and may comprise an image that is uploaded to the server 108 or selected and/or customized from predefined images.

The profile information 4104 may comprise one or more of the participant profile parameters. The audio indicator 4106

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visually identifies when the associated participant 104 is speaking during the audio conference 114. By monitoring the audio streams 122 for certain audio characteristics, the conferencing system 106 may determine when a participant 104 is speaking. The audio stream 122 may be logically mapped to the corresponding audio indicator 4106 according to the participant identifier 3802 and/or the audio indicator identifier 3820 (FIG. 38). When a participant is speaking, the audio indicator 4106 may be displayed in a first visual state (FIG. 41a), such as, by graying out the audio indicator 4106. When the participant 104 is speaking, the audio indicator 4106 may be displayed in a second visual state (FIG. 41b), such as, by blacking out the audio indicator 4106. It should be appreciated that any visual and/or audio distinctions may be employed to identify a speaking participant in the conference interface.

The business card component 4108 comprises a user interface control that, when selected, displays further information about the participant 104. The business card component 4108 may trigger the display of any additional participant profile parameters. In the embodiment illustrated in FIG. 42b, the business card component 4108 "flips" the object 4004 to display additional parameters 4202. As further illustrated in FIG. 42b and at block 3724 (FIG. 37), the object 4004 may further comprise a participant profile control 4204, which comprises a user interface control for enabling the participants 104 to edit their own, or another participant's, participant profile parameters during the audio conference 114.

Referring again to FIG. 37, if the participant 104 is joining the audio conference 114 via an incoming voice call (decision block 3704), a caller ID database, resource, or service may be used to automatically identify the originating telephone number (block 3714). If an originating telephone number is not available, the participant 104 may be added to the audio conference 104 and displayed in the conference user interface as an unidentified participant (FIG. 42a). Where an originating telephone number is available, at decision block 3718, the number may be used as an input to a look-up table, database, service, etc. to determine additional information. In an embodiment, the originating telephone number may reference a stored participant profile, such as, the data structure 3800 (FIG. 38). If additional information is not available (either in a stored participant profile or a response 2008), the participant 104 may be identified in the conference user interface based on the originating telephone number and the associated audio indicator 4106. Regardless of the availability of participant information, telephone numbers, etc., at block 3724, the objects 4004 may be presented with the participant profile edit control 4204.

It should be appreciated that the participant profile control 4204 provides a convenient mechanism for enabling participants 104 to specify, during the audio conference 114, additional profile information about themselves and/or other participants 104 via the conference user interface. In this manner, the conferencing system 106 may develop a proprietary database (e.g., participant database 2018) for identifying participants 104. FIG. 39 illustrates an embodiment of a simplified method for operating the participant profile control 4204 to develop or supplement a participant database 2018. At block 3902, a first participant 104 and a second participant 104 join an audio conference 114. At block 3904, the conference user interface displays an object 4004 associated with the first and second participants 104. The objects 4004 may comprise no profile information (i.e., an unidentified participant) or any level of profile details, as described above. Regardless of the existence of, or level of, profile information, each object 4004 displays a corresponding audio indicator 4106 to indicate

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when the participant **104** is speaking. Each object **4004** may further display a corresponding participant profile control **4902** for specifying information about the participant **104**. The participant profile control **4902** may be selected (decision block **3908**) by any participant **104** in the audio conference **114**, enabling participants **104** to specify information about themselves or any of the other participants. This mechanism may be particularly useful when, for example, the participant **104** is an unidentified participant, the participant **104** specified minimal information at log-in, or there is otherwise minimal and/or incorrect profile information.

For example, assume that a first participant **104** is an unidentified participant. During the audio conference **114**, a second participant **104** may recognize the identity of the first participant **104** based on the speaker's voice and the state of the audio indicator **4106** in the object **4004**. The second participant **104** may select the participant profile edit control **4204** in the object **4004** associated with the first participant **104**. In response, the conference user interface **4000** may enable the second participant **104** to specify profile parameters, such as those described above. When selected, the conference user interface may prompt the participant **104** to enter known parameters. In another embodiment, the conference user interface may be configured to enable the second participant **104** to specify information via, for example, a search engine results page, a local or remote contact application, a social networking system, or any other source of profile information. At block **3910**, the specified profile parameters may be linked to the participant identifier **3802** (FIG. **38**). At block **3912**, the conferencing system **106** receives the specified profile parameters and, at block **3914**, stores the parameters in the participant database **2018**, according to the participant identifier **3802**. At block **3916**, the specified parameters may be added or updated to the participant object **4004** displayed in the conference user interface.

Referring again to FIG. **4** and the various modules located in the server memory **404**, the location-based services module(s) **408** comprise the logic and/or functionality for supporting various location-based services provided by the conferencing system **106**. As illustrated in the embodiment of FIG. **19**, the location-based module(s) **408** may receive location information from the client devices **102** (arrow **1902**). It should be appreciated that the location information may be obtained in various ways. As described below in more detail, when a participant **104** joins an audio conference **114**, an online conference, or otherwise accesses the conferencing system **106**, the location information may be captured from GPS information, caller ID, IP address, sign-in profiles, etc.

The client device **102** may include a GPS transceiver that acquires GPS signals. When the client device **102** accesses the conferencing system **106**, the GPS coordinates may be passed to the location-based module(s) **408**. The conferencing system **106** may also obtain caller ID information in the manner described herein. The caller ID information may be automatically obtained by the conferencing system **106** when the participant **104** joins an audio conference **114**. The conferencing system **106** may perform various look-ups to determine the location associated with the telephone number. The conferencing system **106** may translate the area code into a corresponding geographic area. In other embodiments, the conferencing system **106** may use the telephone numbers as an input to a look-up table, web service query, etc. to determine if there is an associated location. The location may be a stored current location associated with a participant identifier (e.g., current location **3814**—FIG. **38**). The stored current location may be a previously stored location specified by a user or acquired as described herein. The conferencing sys-

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tem **106** may also query the client device **102** for (or otherwise obtain) an IP address of the client, which may be used to determine the current location of the device.

In additional embodiments, the location information may be obtained from the participant's social networking data via a request **1904** and response **1906** to a social networking system **3102** (FIG. **31**). For example, as described below, the participant may be a member of the social networking system **3102** and provide location information to a communication channel **3202** (FIG. **32**). This information may be automatically acquired by the social networking system **3102** from the client device **102**, or specified by the user. Regardless of the manner in which the location information is acquired by the social networking system **3102**, it should be appreciated that the conferencing system **106** may obtain this information via the API **3108** and associated social networking integration module(s) **414** (FIG. **4**), as described below.

As illustrated in FIG. **64**, the conferencing system **106** may implement various software mechanisms to obtain the location information from the client device **102**. In the embodiment of FIG. **64**, the conferencing system **106** comprises a Participant Manager Service **6402**, a Location Service **6404**, and a Caller ID Service **6406**. In operation, the computing device **102** may access the conferencing system **106** by visiting a particular web site. The Participant Manager Service **6402** may send a getClientIPAddress() message **6410** to the computing device **102**. In response, the client device **102** may send a ClientIP response **6412** containing an IP address associated with the device. It should be appreciated that the IP address may be associated with the client device **102** or other communication devices associated with the client device **102**. The Participant Manager Service **6402** may send a getLocationbyIP() request **6414** to the Location Service **6404**, which returns a response **6416** to the client device **102**. The response **6416** may specify location according to, for example, latitude and longitude, or any other means.

In another embodiment, the client device **102** may access the conferencing system **106** and send a Login Request **6418** to the Participant Manager Service **6402**. The Participant Manager Service **6402** may authenticate the participant **104**. If the login is successful, the Participant Manager Service **6402** may send a getClientPhoneNumber() request **6416** to the client device **102**. The participant **104** may provide the information via, for example, a conferencing user interface, such as those described herein or others.

The entered telephone number may be provided to the Participant Manager Service **6402** as a PhoneNumber response **6422**. The Participant Manager Service **6402** may send a getLocationbyPhoneNumber() request **6424** to the Caller ID Service **6406**, which contains the entered phone number. The Caller ID Service **6406** may provide corresponding location information to the client device in a response **6426**.

It should be appreciated that additional information may be requested from the client device **102**. For example, the Participant Manager Service **6402** may send a getClientCurrentLocation() request **6428**, and receive a City/State response **6430** containing the entered city, state, zipcode, etc. The Participant Manager Service **6402** may send a getLocationByCity() request **6432** (which may include any of the entered information) to the Location Service **6404**. The Location Service **6404** may provide corresponding location information to the client device in a response **6434**. Regardless of the manner in which the location information is obtained, the client device **102** may send a getMapParticipantLocation() request **6436** to a map service **6408**. The map service **6408** may return a showMapWithParticipantDetails response

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6438. The conferencing system 106 may perform this process for each participant 104 and then present the combined location information in a map view 1908. An exemplary embodiment of a map view 1908 is illustrated in FIG. 18, although it should be appreciated that the location information may be presented in the conference interface in any manner.

Based on the location information, the conference interface may customize the presentation of the interface with location-based information associated with one or more participants 104. For example, the conferencing system 106 may provide a unique conference interface to each participant 104 based on the participant's corresponding location. The customization may involve providing location-based resources, services, functionality, etc. to the participant 104 (e.g., news, weather, traffic, events, etc.). Furthermore, in some embodiments, a virtual location view 124 may be selected by the conferencing system 106 to match the location information obtained from the participant 104 (e.g., a participant 104 in San Francisco may be presented a virtual location view 124 including the Golden Gate Bridge).

In further embodiments, the location information may be used to provide an intelligent conference dial-out and/or dial-in feature, which dynamically provides guidance to the participants 104 on how to join the audio conference 114 (e.g., via a login screen 604 (FIG. 6) or setup screens 702 (FIGS. 7 & 8)) or automatically configures an appropriate dial-out from the conferencing system 106 to the participant 104. When a participant 104 accesses the conferencing system 106, the location information may be obtained. Based on the participant location, the conferencing system 106 may recommend a dial-in number, taking into consideration customer data and/or voice plans and carrier provider rates, or automatically determine a desirable dial-out number. For example, based on this information, the conferencing system 106 may select a dial-in number for a more cost-effective incoming call from the participant 104. Furthermore, it should be appreciated that the location information may be used to present an optimal (e.g., lowest cost, highest quality) dial-in option, as well as the optimal dial-out. The conferencing system 106 may dial-out to the participant 104 after checking, for example, a routing database and then initiating the dial-out from the optimal node on the network based on the acquired location information.

FIG. 63 illustrates an embodiment of a method for implementing certain aspects of the location-based services module(s) 408. At block 6202, the conferencing system 106 obtains location information from a plurality of participants 104. At block 6204, the conferencing system 106 associates the unique location information with a corresponding participant identifier 3802 (FIG. 38). At block 6206, the conferencing system 106 establishes an audio conference 114 with the plurality of participants 104. At block 6208, the conferencing system 106 presents a conference interface (e.g., conference interface 4100 or 4400, virtual location view 116, etc.) to the plurality of participants 104. At block 6210, the conference interface selectively displays a map view 1902, which identifies a location of each of the plurality of participants 104.

FIG. 64 illustrates another embodiment of a method for implementing aspects of the location-based services module(s) 408. At block 6302, a client device 102 accesses a conferencing system 108 to join a conference having an audio component. At block 6304, the conferencing system 106 obtains location information associated with the client device 102. At block 6306, the conferencing system 106 determines a telephone number for enabling the participant 104 to access the audio component of the conference. The telephone number is determined based on the location information to provide

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the most cost-effective means of enabling the participant 104 to access the audio conference 114. It should be appreciated that the telephone number may comprise a dial-in number which is provided to the participant 104 (block 6308) and used by the participant 104 to access the audio conference. In other embodiments, the telephone number may comprise a dial-out number which is used by the conferencing system 106 to initiate an outgoing call to the participant 104. At block 6310, the client device joins the audio conference 114 via the telephone number determined by the conference system.

The virtual conference location application 116 (or other conference interface applications) may support a real-time speech-to-text functionality that may automatically convert speech from the audio streams 122 (FIG. 1) into text. As described below in more detail, the output text is processed by one or more algorithms to identify keywords, topics, themes, or other subject matter being discussed during the audio conference 114. The keywords are used as input to a search engine, knowledge base, database, etc. for the purpose of identifying resources related to the keywords, which may be presented, in real-time, to the participants 104 during the audio conference 114 via the conference interface (e.g., virtual conference location 118). In this manner, the participants 104 may be provided with additional materials, information, educational material, etc. (collectively referred to as "resources") based on the subject matter being discussed during the audio conference 114. It should be appreciated that the resources may be embodied in any desirable format, including, for example, audio, video, graphics, text, or any other medium presentable via the conference interface and/or the audio conference session.

As illustrated in the embodiment of FIG. 17, the server 108 may comprise a speech-to-text conversion engine 1704 that processes the audio streams 122 from the conferencing system 106. The speech-to-text conversion engine 1704 may output the text to one or more algorithm(s) 1708 (via interface 1706). The algorithm(s) 1708 may be configured to identify, based on the words spoken in the audio conference 114, relevant keyword(s) or topics of interest being discussed. The identified keywords or other identified terms (i.e., output of the algorithm(s) 1708) may be received by a resources engine 1712 (via interface 1710). The resources engine 1712 may be configured to select additional information, data, or other resources related to the identified terms and provide the information to the participants in the conference interface. The resources engine 1712 may make requests 1720 to, and receive responses 1722 from, a resources database or knowledge base 1718. The resources engine 1712 may also make calls 1714 to, and receive responses 1716 from, a search engine via, for example, an API 421 (FIG. 4).

FIG. 27 illustrates another embodiment of a computer system 2700 for implementing real-time speech-to-text conversion in an audio conference 114. The computer system 2700 comprises a conference system 106 and one or more server(s) 108. The conference system 106 may be configured in the manner described above, or otherwise, for establishing an audio conference 114 between a plurality of participants 104 operating client devices 102 via a communication network. The conferencing system 106 controls an audio stream 122 for each computing device 102 in the audio conference 114. The audio streams 122 are combined by the conference system 106 to comprise the audio conference 114.

The server 108 comprises one or more functional processors for implementing aspects of the overall speech-to-text conversion process. It should be appreciated that the functional processors may be implemented in hardware, software,

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firmware, or any combination thereof. The overall speech-to-text conversion process and any associated processes are preferably performed in real-time during the audio conference 114. In an embodiment, the functional processors comprise a pre-processing engine 2702, a speech-to-text conversion engine 1704, a relevance engine 2704, and a resource engine 1712. The pre-processing engine 2702 communicates with the conference system 106, which may be integrated with the server(s) 108 or remotely located. The pre-processing engine 2702 receives the audio streams 122 from the conference system 106, extracts a speech signal 2704 from each audio stream 122, and provides the speech signals 2704 to the speech-to-text conversion engine 1704. The speech-to-text conversion engine 1704 receives the speech signals 2704, extracts words 2706 from the speech signals, and provides the words 2706 to the relevance engine 2704. It should be appreciated that any desirable conversion algorithms, models, processes, etc. may be used to quickly and accurately extract the words 2706.

The relevance engine 2704 processes the words 2706 according to, for example, heuristic algorithms, to determine relevant keywords 2708 spoken in the audio conference 114. The relevance engine 2704 provides the relevant keywords 2708 to the resource engine 1712. It should be appreciated that the relevant keywords 2708 may represent, for example, frequently spoken words, statistically significant words, topics, etc. The keywords 2708 may comprise one or more of the words 2706 or, in alternative embodiments, may comprise related words based on the subject matter of the audio conference 114.

The resource engine 1712 receives the keywords 2706 and determines resources 2714. The resources 2714 are selected with the purpose of providing to the participants 104 during the audio conference any desirable information, material, data, or other subject matter related to the keywords 2708. As illustrated in FIG. 27 and described below in more detail, the resources 2714 may be selected from a remote search engine 418 and/or a local resources database 1718 by sending a query 2720 and receiving a response 2722 to the query 2720.

FIG. 26 illustrates an embodiment of a method implemented by the computer system 2700 for providing real-time resources 2714 to participants 104. In general, the real-time resources 2714 are identified based on the content being discussed in the audio conference 114 and provided to the participants 104 during the audio conference 114 via the conference interface. At block 2602, an audio conference session, such as audio conference 114, is established between a plurality of computing devices 102 via a communication network 110. Each computing device 102 participating in the audio conference session has an associated audio stream 122 that includes a speech signal for the corresponding participant 104. During the audio conference session, the audio streams 122 are provided to one or more server(s) 108 or, in alternative embodiments, may be established by or under the control of the server(s) 108. In real-time during the audio conference session, the server(s) 108 process the audio streams 122. It should be appreciated that, in some embodiments, the processing may be advantageously performed as fast as possible to minimize any delay in the feedback loop associated with blocks 2604-2612, while also ensuring suitable performance of the associated algorithm(s).

At block 2604, the audio streams 122 are received and processed by, for example, a pre-processing engine 2702, which converts the audio streams 122 into the corresponding speech signals 2704. At block 2606, words 2706 are extracted from the speech signals 2704 using any suitable algorithms for converting the speech signals 2704 into computer-read-

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able data identifying the words 2706. The words 2706 may be extracted in a real-time stream, in batch mode, or otherwise. At block 2608, the words 2706 are analyzed, either individually or in groups, to determine relevant keyword(s) 2708 being discussed in the audio conference session. The relevant keyword(s) 2708 may comprise an identification of frequently spoken word(s), determination of a particular topic, or otherwise identify meaningful subject matter being spoken in the audio conference session and/or related to one or more extracted words 2706. In this regard, it should be appreciated that, in an embodiment, a keyword 2708 may comprise an extracted word 2706 which is repeated a certain number of times, either in absolute terms or relative to a period of time (e.g., a word occurrence or usage density). A keyword 2708 may also comprise an extracted word 2706 which appears to be of particular importance based on, for example, the identity of the participant 104 speaking the extracted word 2706, the waveform characteristics of the speech signal 2704, etc.

The keyword(s) 2708 may be determined using various algorithms. In the embodiment illustrated in FIG. 28, the keyword(s) 2708 are determined based on a relevance score that is calculated as the words 2706 are analyzed by, for example, the relevance engine 2704. At block 2802, one or more extracted words 2706 are identified. The extracted word(s) 2706 may be identified by a word identifier stored in a database. In this regard, it should be appreciated that the database may store a record or other data structure for maintaining data associated with a relevance score for one or more words 2706.

FIG. 29 illustrates an exemplary data structure 2900 comprising the following data fields: an extracted word 2902, a word identifier 2904, an occurrence identifier 2906, one or more timestamps 2908, a speaker identifier 2910, a counter 2912, and a real-time relevance score 2914. The extracted word 2902 identifies a particular word or combination of words that have been extracted from the speech signals 2704 with a corresponding identifier 2904. To keep track of occurrences or instances of the extracted word 2902, the data structure 2900 may comprise an occurrence identifier 2906. Each occurrence of the extracted word 2902 may include a timestamp 2908 indicating a temporal location within the audio conference 114 at which the extracted word 2902 was spoken. For any given occurrence, a speaker identifier 2910 may identify which participant 104 spoke the extracted word 2902. The speaker identifier 2910 may include a weighting or other priority scheme for determining the relevance of the participants 104, in terms of identifying keyword(s) 2708. For example, a host may be given higher priority than other participants 104. The priority scheme may incorporate one or more roles or categories of participants. In an embodiment, the roles may be based on, for example, an organizational hierarchy, whether a participant is an employee, vendor, or a "friend" on a social networking site. The counter 2912 may keep track of the number of occurrences of the extracted word 2902, either in absolute terms or relative to time based on the timestamps 2908.

Referring again to FIG. 28, as words 2706 are extracted, at block 2804, a timestamp 2908 may be generated for each instance of the extracted word 2902 and stored in the associated record according to the word identifier 2904. At block 2806, the counter 2912 may be set or incremented. At block 2808, the identity of the speaker may be determined and stored in the database. At block 2810, a relevance score may be calculated, according to various desirable algorithms, based on one or more of the following, or other types of data: timestamps 2908; speaker identifiers 2910; and counter 2912.

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The relevance score at any point in the audio conference may be stored in real-time score **2914**.

At decision block **2814**, it may be determined whether the relevance score exceeds a predetermined or calculated threshold. If the threshold is not exceeded, flow returns to block **2802**. If the threshold is exceeded, at block **2816**, it is determined that the extracted word **2902** is relevant, and the system attempts to locate a desirable resource related to the extracted word **2902**. At block **2818**, the resources **2714** are provided to the participants, in real-time during the audio conference **114**.

It should be appreciated that, in an embodiment, the resource(s) **2714** may be identified by, for example, matching the extracted words **2902** to predetermined resources, according to resource identifiers **2916** associated with the extracted word **2902** (FIG. 29). The resource identifiers **2916** may link to records in the resources database **1718**. In another embodiment, a resource **2714** may be determined by querying the resources database **1718** or a search engine **418** (query **2720** and response **2722**—FIG. 27).

FIG. 30 illustrates an embodiment of a method for performing a search to determine the resources **2714**. At block **3002**, the relevant keyword(s) **2708** are received from, for example, the relevance engine **2704**. At block **3004**, a resource request **2722** is generated. The resource request **2722** may include the keyword(s) **2708** or other search term(s) using any desirable searching methods, APIs, etc. At block **3006**, the resource request **2722** is provided to the search facility or database (e.g., database **1718**, search engine **418**, etc.). At block **3008**, a response **2722** is received, which identifies one or more resources **2714**. The response **2722** may include, for example, links to the resources **2714** (e.g., resource identifier **2916**, a URL) or the actual information embodying the resources **2714**. At block **3010**, the resources **2714** are provided to one or more of the computing devices **102**. The resources **2714** are provided to the participants **104** via the audio conference **114** and/or the conference interface. In an embodiment, the results of the resource request **2722** may be provided to the participants, thereby enabling the participants **104** to select and/or navigate the results. For example, the search engine results may be passed on, or otherwise exposed to the participants **104**, via the graphical user interface **132**. Referring again to FIG. 26, the resources **2714** are identified (block **2610**) and provided to the participants **104** (block **2612**) in the manner described above.

Various embodiments of the conference app store functionality **420** (FIG. 4) will be described with reference to FIGS. 43-49. The conference app store functionality **420** generally comprises an online store or marketplace (referred to as a “conferencing application store” or “conferencing app store”) that offers various audio and/or web conferencing applications **416** or other desirable applications (collecting referred to “conferencing applications” or “conferencing apps”) to participants **104**. The conferencing app store may be provided to participants **104** via a conference interface (e.g., conferencing user interface **4400**) presented to the computing devices **102** during the audio conference **114**. The conferencing applications may include, for example, web-based applications, widgets, or other computer programs made available to participants **104** via the conferencing system **106** and/or servers **108**. The conferencing applications may be provided by a host associated with the conferencing system **106** or, in some cases, may also be provided by and/or developed by third party developers **4310**. In these embodiments, the conferencing system **106** may include an associated API (e.g., API **4302**) and/or a software developer kit (SDK) for enabling developers to develop various conferencing applications that

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may be included in the conferencing app store and made available to the participants **104**.

As illustrated in FIG. 43, the conferencing application store may be integrated with a social networking system **3102**, such as those described below in connection with FIGS. 31-36 or others. The social networking system **3102** may include various social networking applications **3218** (FIG. 32) that are provided to members **3201**. In an embodiment, the conferencing system **106** may be configured to communicate with the social networking system **3102** (e.g., via API **3108**, API **4302**, etc.), access the social networking applications **3218**, and include access to the social networking applications **3218** in the conferencing application store. In this manner, a member **3201** who is also a participant **104** in an audio conference **114** may conveniently access their social networking applications **3218** via the conferencing system **106**. Similarly, the social networking system **3102** may access the conferencing system **106** and make them available to members **3102** via the social networking website **3106**.

To facilitate certain aspects of the conferencing application store, the conferencing system **106** may comprise a conferencing application database **4306**, a participant database **4306**, a participant application control module **4304**, and a conference user interface **4400**. The conference application database **4306** may store information related to the conferencing applications **410**, such as, for example, links to the application code or the application code itself. In this regard, it should be appreciated that the conferencing system **106** need not, but may, store the code associated with the conferencing applications. In some embodiments, the conferencing applications may be served by, for example, a third party system. Regardless, within the conference application database **4306**, each conferencing application may be identified by a unique application identifier.

The participant database **4306** may store information related to the participants **104** and their corresponding conferencing applications. An exemplary data structure **4600** is illustrated in FIG. 46. Each participant **104** in an audio conference **114** may be identified with a unique participant identifier **3802** and may include any of the following, or other, parameters; a name **3804**; a title **3806**; an email address **3808**; a phone number **3810**; a resident and/or home address **3812**; a current location **3814** (which may be obtained by GPS coordinates from the client device, from an IP address, etc.); social networking profile parameters **3816**; a graphical representation **124** (FIG. 1); a virtual location view **124** (FIG. 1); conference applications **3818**; and an account profile **4602**. The conferencing applications **3818** may be identified with a corresponding unique application identifier as described above. The account profile **4602** may include account information associated with the participant **104**, including, for example, account numbers, credit card numbers, etc. to facilitate online transactions that enable the participant **104** to purchase conferencing application.

The participant application control modules **4304** comprise the logic, functionality, etc. for performing various features associated with the conferencing application store. The participant application control module(s) **4304** enable the conferencing system to manage which conferencing applications a user has purchased or selected, and presents the appropriate applications via the conference interface when the user joins an audio conference **114**. In this regard, it should be appreciated that the conferencing system **106** may provide enterprise-level conferencing services to corporations, organizations, government agencies, etc. In such embodiments, the control modules **4304** may manage access, permissions, etc. for enterprise employees. For example, the enterprise

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may specify which conferencing applications a particular employee may access based on title, organization role, organizational level, employee ID, etc. This information may be stored in an enterprise database and used by the control modules **4304** to select which conferencing applications are to be made available to the employee.

FIG. **44** illustrates an embodiment of a conference user interface **4400** for presenting the conferencing application store to participants **104** during an audio conference **114**. The conference user interface **4400** generally comprises a screen portion **4002**, which may display participant objects **4004** for each participant **104** in the audio conference **114**, as described above. The conference user interface **4400** further comprises conferencing app store component **4402** and my apps component **4404**. The conferencing app store component **4402** generally comprises the user interface mechanism(s) for presenting the app store functionality. The conferencing app store component **4402** may be accessed by the participants **104** in various ways, such as, for example, via a menu system or any other user interface inputs, controls or objects. The conferencing app store component **4402** need not be simultaneously displayed with the screen portion **4002**. The conferencing application store may include a large number of conferencing applications organized into categories or otherwise organized to present a desirable browsing experience to the participants.

As illustrated in FIG. **45**, the conferencing app store component **4402** may display a categories menu **4502** and a top apps menu **4504**. Categories menu **4502** comprises a scrollable list displaying a plurality of categories. Each category may be selected using a category object or control **4506**. When selected, the control **4506** may present a further user interface for enabling the participants to browse applications in that particular category. The conferencing application store may provide other browsing, navigation, or other mechanisms for enabling the participants **104** to view the conferencing applications in the conference interface. In one embodiment, a search engine may be provided via a search text box displayed in the conference user interface **4400**. The conferencing application store may also implement a recommendations feature that automatically displays suggested applications to participants based on, for example, current applications, usage characteristics, profile parameters, social networking profiles, etc. In further embodiments, the conferencing application store may enable the participants **104** to recommend or share conferencing applications with other participants **104** and/or members **3102**.

The top apps menu **4504** may display another scrollable list of application objects **4508** organized based on, for example, a ranking algorithm. Each application object **4508** is associated with a further user interface screen (e.g., component **4702**—FIG. **47**) for displaying information about the corresponding conferencing application. As illustrated in the embodiment of FIG. **47**, when selected, one or more of the following types of information may be displayed: an application title **4704**; a description **4706** of the conferencing application; a user ranking **4708**; one or more screen shots **4710** of the conferencing application; and comments **4712** provided by other participants **104**. Anywhere within the conference user interface **4400**, an add app object **4714** (FIG. **47**) may be displayed or otherwise presented. The add app object **4714** provides a user interface control for enabling the participant **104** to select the corresponding conferencing application. When selected, the conferencing application may be automatically added to the participant's profile and made available to the participant **104**. Some conferencing applications may be made available for purchase from the

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host of the conferencing system **106** or the third party developers **4310**, while others may be free. If the conferencing application is for purchase, the add app object **4714** may be linked to an online transaction functionality for enabling the participant to purchase the application. In other embodiments, purchases may be automatically processed according to a stored account profile **4602** (FIG. **46**) and made available to the participant.

FIG. **48** illustrates an embodiment of a method for operating a conferencing application store in a conferencing system **106**. At block **4802**, the participant **104** joins the audio conference **114**. At block **4804**, the participant application control module **4304**, determines a participant identifier **3802** associated with the participant **104**. The participant identifier **3802** may be obtained in various ways. In one embodiment, the participant **104** may provide profile information during a login process (FIG. **6**), which is used to reference a participant identifier **3802** in the participant database **4308**. It should be appreciated, however, that the participant identifier **3802** may be determined based on any available information, including, for example, the participant's originating telephone number, an IP address, a social networking profile, or a request from the computing device **102** (e.g., URL).

At block **4806**, the participant application control module **4304** determines the conferencing applications associated with the participant identifier **3802**. The participant application control module **4304** may access this information from a database (e.g., conference app database **4306**, participant database **4308**) and/or from a social networking system **3102**. As mentioned above, in the enterprise context, the conferencing applications associated with an employee may be specified according to permissions, roles, etc. provided by the enterprise. In this manner, at block **4806**, the conferencing applications are determined based on the enterprise-related information.

At block **4808**, the conference user interface **4400** is presented to the computing device **102** associated with the participant, and the associated conferencing applications are made available for use. The conference user interface **4400** may display the available conferencing applications in, for example, the my apps component **4404** (FIG. **44**) with a corresponding application control **4406**. The application control **4406** may be selected to launch the conferencing application, configure application settings, share the application, or access other features.

At blocks **4810** and **4812**, the participant application control module **4304** may automatically launch one or more of the available conferencing applications. Alternatively, the participant **104** may manually launch a conferencing application by selecting the corresponding application control **4406**.

FIG. **49** illustrates an embodiment of a method for providing conferencing applications to participants **104** in an audio conference **114**. At block **4902**, a participant joins an audio conference **114**. At block **4904**, a conference user interface **4400** is presented to a computing device **102** associated with the participant **104**. The conference user interface **4400** comprises a conferencing application store component **4402** for browsing conferencing applications that are available via the conferencing system **106**. The conferencing application store component **4402** may display a plurality of applications objects, each object associated with one of the available conferencing applications.

The participant **104** may select one or more of the available conferencing applications in the conferencing application store. At decision block **4906**, the participant application control module **4304** may determine that one of the applica-

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tion objects has been selected by the participant 104. The selected conferencing application may be launched or made available for launching by the participant. In some embodiments, to access the conferencing application, the participant 104 may be required to purchase it. At block 4908, the participant application control module 4304 may determine the account identifier associated with the participant 104 and authorize the purchase (block 4910). At block 4912, the conferencing application may be added to the participants profile.

Referring again to FIG. 4 and the software modules stored in memory 404, the participant configuration module(s) 412 generally comprise the logic or functionality for enabling participants to join the conference and/or configure their user-related information 130 via the conference interface. FIG. 5 is a flowchart illustrating the architecture, operation, and/or functionality of an embodiment of the virtual participant configuration module(s) 412. At block 502, the server 108 receives a request from a client device 102. The request may originate from, or be initiated from, for example, a link embedded in an electronic message sent to a participant 104 by the host. By selecting the embedded link, the client device 102 may access the server 108 and initiate a login and/or setup procedure (FIGS. 6-8). At block 504, the server 108 may prompt the participant 104 to select a graphical object to visually represent the participant 104 in the conference interface. At block 506, the server 108 may prompt the participant to provide profile or contact information (e.g., user-related information 130). At block 508, the server 108 may receive the user selections and/or information. FIG. 6 illustrates an exemplary login screen 600 for enabling the participants 104a-104c to join the conference. The login screen 600 comprises a "first name" text field, a "last name" text field, an "email address" text field, and a "phone number" text field. The login screen 600 also enables the user to request that the server 108 and/or the conferencing system 106 initiate an outgoing call to the user to join the audio conference 114.

Various embodiments of virtual location view(s) 124 are illustrated in FIG. 7-14. FIG. 7 illustrates a participant setup screen 700 for enabling the participants 104 to configure a user profile. FIG. 8 illustrates a host setup screen 800 for enabling the host 104d to configure a conference and customize a profile. FIG. 9 illustrates an exemplary conference location view of the conference. FIGS. 10 & 11 illustrate an exemplary tile view of the virtual conference. In the embodiments of FIGS. 10 & 11, the tiles 304 are arranged in a grid format. The conference interface further comprises various selectable side panels. An attendees panel may display the participants 104 in a list format along with any desirable user information. A chat panel may enable the participants 104 to chat during the audio conference 114. A map panel may display the locations of the participants 104 in a map view. FIG. 12 illustrates an exemplary theatre view for the conference interface, which may be desirable for conferences with a relatively large number of participants 104. In this embodiment, participants 104 defined as presenters may be displayed on a stage, and the other participants 104 may be displayed in the seats of the theatre. In the theatre view, the participants 104 may be presented in a default state without any contact information to reduce visual clutter, although the contact information may be accessed (FIG. 12) by a suitable user interface command (e.g., a mouse-over, mouse click, hot key, etc.). FIGS. 13 & 14 illustrate an alternative embodiment of a conference interface in which the virtual location comprises a conference room environment with the participants 104 arranged around the conference table.

FIG. 15 illustrates an embodiment of the automated location view configuration module(s) 424. In general, the auto-

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mated location view configuration module(s) 424 comprise the logic of functionality for automatically configuring the location views 124 based on, for example, the number of participants 104 that have joined the conference, characteristics of the conference, etc. At block 1502, the virtual conference location 118 is configured with a predefined first location view 124. This may be a default location view 124 or one selected by the host and/or the participants 104. At blocks 1504 and 1506, one or more of the participants join the conference and are added to the first location view. At block 1508, the conference interface and the audio conference 114 are simultaneously presented to the client devices 102. At decision block 1510, the configuration module(s) 424 determine that additional participants 104 are joining the conference. The configuration module(s) 424 may be configured to determine that the existing location view 124 is not suitable for the additional participants 104. This determination may be made based on the number of participants, for example, or other information related to the existing participants and/or the new participants. At block 1512, the configuration module(s) 424 select a new location view 124 and automatically reconfigure the conference interface to accommodate the additional participants 104.

It should be appreciated that the location views 124 may be stored in a database 1602 (FIG. 16), which is accessible to one or more of the module(s) stored in memory 404. The location views database 1602 may be leveraged to provide various advertising campaigns to advertiser server(s) 1604. For example, advertisers may desire to provide product placement advertisements or other advertisements in the virtual conference location 118. The server 108 may manage these advertisements via the database 1604. One of ordinary skill in the art will appreciate that the database 1604 may further support licensed assets that are also provided in the virtual conference location 118 during the audio conference 114. For example, the virtual conference location 118 may be customized to resemble a distinctive setting, such as, corporate boardroom, a host's office, or otherwise present licensed assets in the location view 1602.

The conferencing system 106 may license the assets from third parties and offer them for purchase by participants 104 for use in a virtual conference location 118. A licensed asset may comprise a licensed location for the virtual conference location 118, or graphics, audio, video, items, etc. that may be licensed from third parties and presented in a location view 1602. As an example, a licensed asset may include displaying a particular celebrity as a participant 104, displaying artwork (e.g., wall paintings, sculptures, etc.) in the location view 1602. Although not necessary to be considered licensed assets, it should be appreciated that the licensed assets may comprise any embodiment of intellectual property rights in any medium that are capable of being presented in the virtual conference location 118.

The conferencing system 106 may be configured to support any desirable conferencing system, such as, for example, a teleconferencing system, a VoIP-based (Voice Over Internet Protocol) system, a web-based or online conferencing system, or any other suitable conferencing platform or system. FIGS. 21-25 illustrate several exemplary, non-limiting embodiments of VoIP conferencing systems or platforms for supporting the audio portion of the conference, which may be integrated with the conference interface. The VoIP conferencing systems may be configured to readily handle different protocols, load balance resources and manage fail-over situations.

FIG. 21 is a block diagram of an embodiment of a VoIP conferencing system 2100. One or more of the applications

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and/or servers in the following description may be single, clustered or load balanced to scale the system capacity and/or improve system reliability and/or system response times. The system comprises a gateway (GW) **2102**, which is coupled to a telephone **2104**, **2106** through the PSTN (Public Switched Telephone network) **2108**. The telephones **2104**, **2106** use a public switched telephone network format. The gateway **2102** converts the PSTN format of the call into a control portion, usually SIP (Session Initiation Protocol) or control portion, and a media portion, usually RTP (Real Time Protocol). The gateway **2102** connects to a proxy **2110** through a network **110**, such as, for example, the Internet, a local area network (LAN), a wide area network (WAN), etc. or any other suitable network. The proxy **2110** passes the SIP information to a Voice Services Director (VSD) **2112**. The VSD **2112** has a back-to-back user agent (UA) **2114**, **2116**. One user agent **2114** acts as the termination point for the original call, while the other user agent **2116** communicates with and controls media server(s) **2118**. The VSD **2112** also communicates with back office servers **2120** using some back-office communication protocol (BOC), either through the B2BUA (back-to-back user agent) or through another mechanism and/or protocol. The back office **2120** has a number of control services including an Advanced Protocol Server (APS) **2122**, which routes back-office messages, a Dialog Database Server (DDS) **2124**, which holds conference information and validates user passcodes, and an Active Conference Server (ACS) **2126**, which tracks information about active conferences. Note that the ACS **2126** assigns conferences to various bridges and also load balances between the bridges. Once a media server **2118** is designated for a particular conference, RTP media **2129** is routed from the gateway **2102** to the media server **2118**. The media server **2118** does the voice (audio, video, or real-time data) mixing. Note that each media server **2118** may have a number of blades, each further having a number of ports. As a result, a given media server **2118** may perform audio mixing for a number of conferences. The media servers **2118** are connected to a bridge application comprising one or more conferencing bridges (i.e., bridges **2130**). A bridge **2130** performs the control functions for an active conference, including functions like muting, recording and conference creation and destruction. If a user is using a computer **2132** or a VoIP hard phone as their telephone they can connect directly to the proxy **2110** that then routes the SIP and the RTP portions of the call to the appropriate places. The telephone **2132** employs a VoIP connectivity rather than PSTN.

The bridge **2130** is SIP-protocol enabled, as illustrated by reference numeral(s) **2134**. A control layer (SIPSHIM **2136**) may comprise an implementation of a B2BUA, allowing the bridge application **2130** to interact with the caller and the media servers **2118** through generic higher-level commands rather than dealing directly with SIP protocol and SIP signaling events.

When a PSTN user calls into a conference, the call is routed through a gateway **2102**, through the proxy **2110** and to the VSD **2112**. The VSD **2112** plays a greeting and asks the user for a passcode. Different passcodes may be used to differentiate the conference leader for a given conference, as well as to select a particular conference. These passcodes are validated by the DDS **2124** at the request of the VSD **2112**. Based on the DNIS, ANI, passcode, or any combination of these (customer defining code), a specific greeting may be selected by the VSD **2112**, rather than playing a generic greeting. Next, the VSD **2112** asks the ACS **2126** which bridge **2130** the conference is assigned to. The VSD **2112** then transfers

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the caller to the appropriate conferencing bridge, **2130** where the caller's media is joined to a conference.

The back-to-back user agents **2114**, **2116** allow the system to handle failures in conferencing resources. The call from the telephone **2104** is terminated at the first user agent **2114**. If a media server **2118** stops functioning or gives indication of a pending failure (failure mode), the second user agent **2116** is instructed to reroute the call to another media server **2118**. The back-to-back user agents **2114**, **2116** also allow the system to handle different protocols. The first user agent **2114** generally receives SIP protocol information, but the second user agent **2116** can use a different protocol if that is convenient. This allows the system **2100** to interoperate between resources that use differing protocols.

It should be appreciated that the systems connected to the SIP/BOC channels may be considered part of the conference control system while those systems connected to the RTP or media data streams can be considered to be part of the data portion of the conference system.

FIG. **22** is a block diagram of an embodiment of a distributed VoIP conferencing system **2200** for implementing the conferencing platform. The conferencing system **2200** is similar to that shown in FIG. **21** except that this system is distributed and has multiple instances of a system like that of FIG. **21**. A number of conference centers **2202**, **2204**, **2206**, **2208** are located in different locations in a geographical area (e.g., around a country or the world). Each conference center **2202**, **2204**, **2206**, **2208** is coupled to a network **110**. One or more gateways **2210a**, **b** can also be coupled to the network **110**, and VoIP phones or VoIP-based enterprises **2212** can tie in to the system. Each conference center would typically have one or more of a proxy **2214a-d**, a VSD **2216a-d**, a bridge **2218a-d** and a media server **2220a-d**. A software based distributed cache **2222a-d** or other information-sharing mechanism (such as a Back Office **2201**) is made available to all VSDs **2216** and provides shared information about the ongoing conferences and the resources that are available. The caches **2222a-d** shares this information through the network **110**. A call may arrive at the proxy **2214b** in LA **2204** and be routed to the VSD **2216a** in New York **2202**. The VSD **2216a** may select the media server **2220d** in Tokyo **2208** and a bridge **2218c** in Atlanta **2206**. This allows the proxy **2214**, VSD **2216** and bridge **2218c** to load balance all available resources across the network **110**. In addition, in a fail-over situation the VSD **2216a** in New York **2202** can detect that the bridge **2218d** in Tokyo is not responding. Under these circumstances, the VSD **2216** can redirect the conference to bridge **2218c** in Atlanta.

FIG. **23** is a block diagram of another embodiment of a suitable conference platform in which the virtual conference location application **116** may be implemented. This implementation uses a distributed conference using a distributed VOIP conferencing system **2300**. FIG. **23** shows how distributed resources may be shared. The system **2300** comprises a plurality of media servers **2302**, **2304**, and **2306**, each of which may provide a large number of conferencing port resources. For example, assume that a conference **2308** starts on media server **2302**. Five minutes into that conference, only ten ports are left unused on media server **2302** but twenty new people want to join that conference. These people can be allocated to other media servers. For instance, ten ports **2310** can be used in media server **2304** and ten ports **2312** can be used in media server **2306**. Two additional conference ports may be required from the original conference and media server **2302** to link the RTP or media to the other two media servers, which each use one media (RTP) linking port in addition to their ten callers. A single bridge **2318** may control

all three media servers **2302**, **2304**, and **2306** and the three conferences **2308**, **2310**, and **2312** through SIP **2320** or another protocol, even if one or more media servers are located in a remote location relative to the location of the bridge. Conference bridge applications may also be linked at a high level, where each bridge **2314**, **2318** controls its own media server resources, and are linked through some form of back-office communications (BOC), which may include SIP. Conference media (RTP) linking may be initiated from one bridge that acts as a parent, with multiple subordinate or child conferences being instantiated on the other media servers and possibly also on other bridges.

This approach minimizes audio latency by having a common focal point for all child conferences to converge. However, this approach may use more “linking” ports on the parent conference. Hence, the initial conference may be deprecated to be a child conference, while the second conference is assigned to be the parent (or step-parent), and thus the media for all conferences is linked to the second conference as the focal point. When instantiating the second conference, sufficient ports may be reserved to allow linking further child conferences in the future.

This approach of linking conferences may also apply where large numbers of callers are located in different geographical regions, or possibly on different types of networks such as a combination of standard VoIP network or a proprietary network, but these need to be linked together. Rather than having all callers connect to a single location, each region or network could connect to a regional bridge, then the bridges and the media are linked together. This minimizes audio latency for callers in the same region, and may also reduce media transport and/or conversion costs. Each region or network could also use parent and child conferences as needed, and only the two parent (or step-parent) conferences in different regions or networks would have their media linked together.

FIG. **24** illustrates an embodiment of a method **2400** for establishing a call with a participant **104** via the PSTN. A gateway **2102** receives an incoming call **2402** from the PSTN. The gateway **2102** converts the PSTN call into a control (SIP) portion and media (RTP) portion. FIG. **24** shows the SIP portion of the call that is coupled to the gateway **2102**. The SIP portion is not shown. The RTP is also not shown in FIG. **24**, as this diagram details the control messaging (SIP) as opposed to the media. A proxy **2110** forwards the control portion of the incoming call **2402** to a VSD **2112**. The VSD **2112** answers the call **2406**, then plays one or more prompts to the caller requesting them to enter a passcode. After the caller enters the necessary information by, for example, DTMF, by speaker-independent voice recognition, or by other means, the media for the original call is put on hold **2408**. Next, the VSD **2112** checks with the back-office system to see if the passcode is valid, and if so, the caller is transferred **2410** to a bridge **2130** as specified by the back-office system. When the caller hangs up **2412**, the gateway **2102** informs the bridge **2130** of this event **2412** and the call is thereby terminated at both ends.

During the call, the state of the conference and of individual users can be controlled through DTMF by the caller, or from any other mechanism that allows a user to access the bridge **2130** directly or indirectly, such as a web-based interface that ties to the bridge **2130** through the back office. The bridge **2130** will subsequently control the media server(s) in use.

For both the VSD **2112** and the conferencing bridge **2130**, when the caller presses a digit on his phone the digit press may be passed on as in-band tones within the RTP audio

media stream, or may optionally be converted by the gateway **2102** to a telephony event signaling protocol that is carried inside the RTP. In either case, the digit press is detected by the media server and reported to the VSD **2112** or bridge application. The above describes the basic call flow of typical conference user.

FIG. **25** shows the identical call flow from FIG. **24**, but with a native VoIP call origination rather than PSTN. The main difference is that a gateway **2102** is not used. Variations of these flows are also needed to handle error conditions that may occur, such as a bridge failing to answer when a caller is transferred to it. These have been omitted for clarity.

The SIP commands employed in the methods of FIGS. **24** & **25** are described below, for exemplary purposes.

SIP: Session Initiation Protocol, as defined primarily by IETF Standard RFC3261. SIP is an application-layer control protocol that can establish, modify, and terminate multimedia sessions such as Internet telephony calls.

INVITE: a SIP Request method used to set up (initiate) or modify a SIP-based communication session (referred to as a SIP “dialog”).

SDP: Session Description Protocol. An IETF protocol that defines a text-based message format for describing a multimedia session. Data such as version number, contact information, broadcast times and audio and video encoding types are included in the message.

ACK: Acknowledgement. A SIP Request used within the SIP INVITE transaction to finalize the establishment or renegotiation of a SIP session or “dialog”.

100, 200, 202: SIP Response codes that are sent back to the originator of a SIP request. A response code indicates a specific result for a given request.

NOTIFY: a SIP Request method that is used to convey information to one SIP session about the state of another SIP session or “dialog”.

REFER: a SIP Request method that is used to transfer one end of a SIP session to a different SIP destination.

Sipfrag: SIP fragment. A fragment of a SIP message (such as a Response code) from another SIP session, that is sent as part of the body of a SIP NOTIFY message.

BYE: a SIP Request method that is used to terminate an existing SIP session or “dialog”.

A conferencing system, such as those described above or other conferencing systems, may interface with a social networking system to provide various enhanced communication features. FIG. **31** illustrates a computer system **3100** comprising a conferencing system **106** and a social networking system **3102** that may communicate with client devices **102** via a communication network **110**. In the embodiment of FIG. **31**, the conferencing system **106** is configured in the manner described above, and comprises one or more servers **108**, social networking integration module(s) **414**, a conference interface, and one or more datastore(s) **3110**. As described below in more detail, the social networking integration module(s) **414** enable the conferencing system **106** to communicate with the social networking system **3102** via, for example, an application programming interface (API) **3108**. The conferencing system **106** and/or the social networking system **3102** may access data, applications, or any other stored content or functionality associated with the respective systems.

It should be appreciated that the social networking integration module(s) **414** may be configured to interface with any desirable social networking system **3102**. However, to illustrate the general principles of the integrated systems, various exemplary embodiments of a social networking system **3102** will be described.

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The social networking system **3102** generally comprises one or more server(s) **3104** for providing a social networking website **3106** to client devices **102** via, for example, a client or web browser **3110**. The social networking system **3102** may expose an application program interface (API) **3108** to other computer systems, such as, the conferencing system **106**. The API **3108** enables third party applications to access data, applications, or any other stored content or functionality provided by the social networking system **3102** to members **3201**.

The social networking system **3102** offers its members **3201** the ability to communicate and interact with other members **3201** of the social network. Members **3201** may join the social networking system **3102** and then add connections to a number of other members **3201** to whom they desire to be connected. Connections may be explicitly added by a member **3201**. For example, the member **3201** may select a particular other member **3201** to be a friend, or the social networking system **3201** may automatically recommend or create connections based on common characteristics of the members (e.g., members who are alumni of the same educational institution, organization, etc.). As used herein, the term “friend” refers to any other member to whom a member has formed a connection, association, or relationship via the social networking system **3102**. Connections in social networks are usually in both directions, but need not be, so the terms “member,” “friend,” or “follower” may depend on the frame of reference. For example, if Bob and Joe are both members and connected to each other in the website, Bob and Joe, both members, are also each other’s friends. The connection between members **3201** may be a direct connection. However, some embodiments of a social networking system **3201** may allow the connection to be indirect via one or more levels of connections. It should be appreciated that the term friend does not require that the members **3201** are friends in real life. It simply implies a connection in the social networking system **3102**.

The social networking system **3102** may be implemented in various types of computer systems. The implementation of the social networking system **3102** may provide mechanisms for members **3201** to communicate with each other, form connections with each other, store information, and share objects of interest, among other things. The implementations described below include a social networking website **3106** that interacts with members **3201** at client devices **102** via a communication network **110**, such as a web-based interface (e.g., via the browser **3110**). However, other implementations are possible, such as one or more servers **3104** that communicate with clients using various client and server applications (e.g., non-web-based applications). Furthermore, the social networking system **3102** may not include any centralized server, but rather may be implemented as, for example, a peer-to-peer system with peer-to-peer applications running on the client devices **102** that allow members **3201** to communicate and perform other functions. One example is a peer-to-peer network of smart phones communicating via Short Message Service (SMS) over a cellular network. It should be appreciated that the embodiments of a social networking website **3106** described below may be adapted to various other implementations of social networking systems.

FIG. 32 illustrates a social networking system **3102** implemented as a social networking website **3106**, in one embodiment. The social networking website **3106** provides various mechanisms to its members **3201** to communicate with each other or to obtain information that they find interesting, such as activities that their friends are involved with, applications that their friends are installing, and comments made by

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friends on activities of other friends, just to name a few examples. The mechanisms of communication between members are referred to as social networking communication channels **3202**. In one embodiment, a communication channel **3202** is a computer-mediated communication mechanism for facilitating communication between or among members **3201** of the social networking website **3106** and/or the social networking website **3201** itself.

FIG. 32 illustrates an embodiment of various exemplary communication channels **3202**, although it should be appreciated that various modifications, alternatives, etc. may be implemented in the social networking website **3106**. An invitation channel **3204** communicates one or more invitations between users. An invitation is a message sent by a member **3201** inviting another member **3201** to do something, such as, a member **3201** inviting a friend to install an application. A notification channel **3210** communicates a message informing a member **3201** that some activity involving the member **3201** has occurred on the social networking website **3106**. An email channel **3206** allows members **3201** to communicate by email. A wall post channel **3212** allows members **3201** to share information between friends. A wall is an application allowing members **3201** to provide information to be shared between friends. A message written to a member’s wall is called a wall post. A member can post on his own wall, as well as a wall of any friends. A friend of a member **3201** may see what is written on his wall. A newsfeed channel **3208** informs a member **3201** of activities of the member’s friends. The newsfeed is constantly updated as the member’s friends perform various activities, such as adding applications, commenting on photos, or making new friends. In an embodiment, the newsfeed may be integrated with an online publication system, such as, for example, a blog or other authoring tools. A mini-feed channel **3214** provides a mini-feed listing actions taken by the member **3201**. For example, the member **3201** may have added new friends to his social network or installed certain applications. One or more of a member’s activities may be listed in the mini-feed of that member.

In addition to interactions with other members **3201**, the social networking website **3106** provides members **3201** with the ability to take actions on various types of items supported by the social networking system **3102**. These items may include groups or social networks (a social network refers not to physical communication networks but rather to social networks of people) to which members **3201** may belong, events or calendar entries in which a member **3201** might be interested, computer-based applications that a member **3201** may use via the social networking website **3106**, and transactions that allow members **3201** to buy, sell, auction, rent, or exchange items via the social networking website **3106**. These are just a few examples of the items upon which a member **3201** may act on the social networking website **3106**, and many others are possible.

As illustrated in the embodiment of FIG. 32, the social networking website **3106** maintains a number of objects for the different kinds of items with which a member **3201** may interact on the social networking website **3106**. In one embodiment, these objects include member profiles **3220**, group objects **3222**, event objects **3216**, application objects **3218** (respectively, hereinafter, referred to as profiles **3220**, groups **3222**, events **3216**, and applications **3218**). In one embodiment, an object is stored by the social networking website **3106** for each instance of its associated item. For example, a member profile **3220** is stored for each member **3201** who joins the social networking website **3106**, a group **3220** is stored for each group defined in the social networking

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website **3106**, and so on. The types of objects and the data stored for each is described in more detail below.

The member **3201** of the social networking website **3106** may take specific actions on the social networking website **3106**, where each action is associated with one or more objects. The types of actions that a member **3201** may perform in connection with an object are defined for each object and may depend on the type of item represented by the object. A particular action may be associated with multiple objects. Described below are a number of examples of particular types of objects that may be defined for the social networking website **3106**, as well as a number of actions that may be taken for each object. The objects and actions are provided for illustration purposes only, and one of ordinary skill in the art will readily appreciate that an unlimited number of variations and features may be provided on the social networking website **3106**.

The social networking website **3106** maintains a member profile **3220** for each member of the website **3106**. Any action that a particular member **3201** takes with respect to another member **3201** is associated with each member's profile **3220**, through information maintained in a database or other data repository, such as the action log **3310** (FIG. 33). The tracked actions may include, for example, adding a connection to the other member **3201**, sending a message to the other member, reading a message from the other member **3201**, viewing content associated with the other member **3201**, attending an event posted by another member **3201**, among others. In addition, a number of actions described below in connection with other objects may be directed at particular members **3201**, in which case these actions may be associated with those members **3201**, as well.

A group **3222** may be defined for a group or network of members **3201**. For example, a member **3201** may define a group to be a fan club for a particular band. The social networking website **3106** would maintain a group **3222** for that fan club, which might include information about the band, media content (e.g., songs or music videos) by the band, and discussion boards on which members **3201** of the group may comment about the band. In this regard, member actions that are possible with respect to a group **3222** may include joining the group, viewing the content, listening to songs, watching videos, and posting a message on the discussion board.

An event **3216** may be defined for a particular event, such as a birthday party. A member **3201** may create the event **3216** by defining information about the event, such as the time and place and a list of invitees. Other members **3201** may accept the invitation, comment about the event, post their own content (e.g., pictures from the event), and perform any other actions enabled by the social networking website **3106** for the event **3216**. The creator of the event **3216**, as well as the invitees for the event, may perform various actions that are associated with that event **3216**.

The social networking website **3106** also enables members **3201** to add applications **3218** to their profiles. These applications provide enhanced content and interactivity within the social networking website **3106**, which maintains an application object **3218** for each application hosted in the social networking system. The applications may be provided by the social networking system **3102**, the conferencing system **106**, and/or by third party developers. The social networking system **3102** and the conferencing system **106** may share applications between the respective computer systems. The use of any functionality offered by the application may constitute an action by the member **3201** in connection with the application **3218**. The actions may be passive and need not require active participation by a member **3201**. The scope and type of appli-

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cations provided is limited only by the imagination and creativity of the application developers. The applications are generally written as server-side code that is run on servers of the social networking website **3106**, although in other embodiments an application may also use client-side code as appropriate, or any combination thereof. When a member **3201** logs into the social networking website site **3106**, the system determines which applications the user has installed (e.g., registered for, purchased, etc.), and then loads and runs such applications in combination with the underlying functionality of the social networking website **3106**.

When a member **3201** takes an action on the social networking website **3106**, the action is recorded in an action log **3312**. In one embodiment, the social networking website **3106** maintains the action log **3312** as a database of entries. When an action is taken, the social networking website **3106** may add an entry for that action to the log **3312**. The action log **3312** may maintain any of the following or other types of information: a timestamp of when the action occurred; an identifier for the member **3201** who performed the action; an identifier for the member **3201** to whom the action was directed; an identifier for the type of action performed; an identifier for an object acted on by the action (e.g., an application); and content associated with the action. It should be appreciated that many types of actions that are possible in the social networking website **3106** need not require all of this information.

The social networking website **3106** generally comprises a computing system that allows members **3201** to communicate or otherwise interact with each other and access content and/or functionality as described herein. The social networking website **3106** stores member profiles **3220** in, for example, a member profile store **3302**. A member profile **3220** may describe the member, including biographic, demographic, and other types of descriptive information, such as work experience, educational history, hobbies or preferences, location, and the like. The social networking website **3106** further stores data describing one or more relationships between different members **3201**. The relationship information may indicate members **3201** who have similar or common work experience, group memberships, hobbies, or educational history. The social networking website **3106** may include member-defined relationships between different members **3201**, allowing members **3201** to specify their relationships with other members **3201**. For example, member-defined relationships may allow members **3201** to generate relationships with other members **3201** that parallel real-life relationships, such as friends, co-workers, partners, and so forth. Members **3201** may select from predefined types of relationships, or define their own relationship types as needed.

To further illustrate the manner in which the conferencing system **106** may share data and/or applications with a social networking system, FIG. 33 shows a block diagram of the social networking website **3106**. In this embodiment, the social networking website **3106** includes a web server **3104**, an action logger **3316**, an action log **3312**, a member profile store **3302**, an application data store **3306**, a group store **3310**, and an event store. In other embodiments, the social networking website **3106** may include additional, fewer, or different modules for various applications. Conventional components such as network interfaces, security mechanisms, load balancers, failover servers, management and network operations consoles, and the like are not shown so as to not obscure the details of the system.

The web server(s) **3104** link the social networking website **3106** via the network **110** to the client devices **102**. The web

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server **3104** serves web pages, as well as other web-related content, such as, for example, Java, Flash, XML, and so forth. The web server **3104** may include a mail server or other messaging functionality for receiving and routing messages between the social networking website **3106**, the client devices **102**, and the conferencing system **106**. The messages can be instant messages, queued messages (e.g., email), text and SMS messages, or any other suitable messaging technique, using any suitable protocol(s).

The action logger **3316** is capable of receiving communications from the web server **3104** about member actions on and/or off the social networking website **3106**. The action logger **3316** populates the action log **3312** with information about member actions to track them.

As discussed above, the social networking website **3106** maintains data about a number of different types of objects with which a member may interact on the social networking website **3106**. In this regard, each of the member profile store **3302**, application data store **3306**, the group store **3310**, and the event store **3308** stores instances of the corresponding type of object(s) maintained by the social networking website **3106**. Each object type has information fields that are suitable for storing information appropriate to the type of object. For example, the event store **3308** may contain data structures that include the time and location for an event, whereas the member profile store **3302** may contain data structures with fields suitable for describing a member's profile **3220**. When a new object of a particular type is created, the social networking website **3106** may initialize a new data structure of the corresponding type, assign a unique object identifier to it, and begin to add data to the object as needed.

Having described exemplary embodiments of a social networking system **3102** with which the conferencing system **106** may share data and/or functionality, the operation of additional embodiments of the social networking integration module(s) **414** will be described with reference to FIGS. **34-36**. FIG. **34** illustrates another embodiment of a graphical user interface **3400** for presenting the audio conference **114** and the conference interface to participants **104**. The graphical user interface **3400** may comprise a first portion **3402**, a second portion **3404**, and a third portion **3406**. The conference interface may be presented in the first portion. The second portion **3404** and the third portion **3406** may comprise user interface mechanisms for accessing communication features related to the social networking system **3102** via, for example, the API **3108**. It should be appreciated that the second portion **3404** and the third portion **3406** may be provided in separate screens from the first portion **3402**. The graphical user interface **3400** may employ any desirable layout and other user interface mechanisms for accessing the associated content and/or functionality.

In an embodiment, the first portion **3404** may comprise an input mechanism for capturing content, during the audio conference **114**, which may be posted to one or more of the social networking communication channels **3202** (FIG. **32**). The input mechanism may enable the participants **104** to input text, upload photos and/or video, send invitations, join groups, etc. The content may comprise any form of content, and may be specified by the participant **104** or otherwise captured by hardware and/or software on the client device **102**.

As illustrated in FIG. **35**, in operation, the conferencing system **106** establishes the audio conference **114** with the participants **104** (block **3502**). At block **3504**, the conferencing system **106** presents the graphical user interface **3400** to a client device **102** operated by a participant **104**. At any time during the audio conference **114**, at block **3506**, the partici-

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part **104** enters or specifies content to be provided to the social networking system **3102**. At block **3508**, a request is sent to the social networking system **3102**. The request may originate from the client device **102** (e.g., the browser **3110**) or the conferencing system **106**. The social networking system **3102** may send a response to the originator enabling the content to be added to the participant's profile **3220** (block **3512**). It should be appreciated that the content may be provided with the request or subsequently via additional message(s). Furthermore, the request may include the participant's credentials (e.g., username, password, etc.) to automatically authenticate the participant **104**. In other embodiments, the participant **104** may be prompted by either the conferencing system **106** or the social networking system **3102** to enter the authentication credentials (block **3510**).

FIG. **36** illustrates another embodiment of a method for sharing content between the conferencing system **106** and the social networking system **3102**. After establishing the audio conference **114** and presenting the graphical user interface **3400** (blocks **3602** and **3604**), the conferencing system **106** or the social networking system **3102** may prompt the participant to enter authentication credentials. The participant **104** may be authenticated, at block **3606**, for access to the social networking features. The authentication may be performed when the participant **104** logs into the conferencing system **106**, or the participant **104** may be prompted for the authentication credentials when the social networking features are being accessed. Furthermore, in an embodiment, the conferencing system **106** may enable participants **104** to access the conferencing system **106** by using their social networking profile **3220**. In this manner, if authentication is required, there may not be a need to separately authenticate with the social networking system **3102**.

If the participant **104** is properly authenticated for access to the social networking system **3102**, at block **3608**, data from the social networking system **3102** (e.g., communication channels **3202**) may be integrated with the graphical user interface **3400**. The data may be presented in the second portion **3406**, and may comprise any data described above, or any other data, content, and/or functionality associated with the social networking system **3102**. As mentioned above, the data may be accessed using the API **3108**, in which case suitable requests and responses may be sent (block **3608**) from, and received by, either the client device **102** or the conferencing system **106**. The participant **104** may also access social networking applications **3218** via a user interface control **3408**. The participant **104** may select or otherwise engage the control **3408**, which may trigger a menu for enabling the participant **104** to access applications **3218** associated with the participant's social networking profile **3220**.

Referring to FIGS. **50-61**, the conferencing system **106** may support an alert/notification functionality for enabling the participants **104** to receive information about an audio conference **114** and an associated conference without necessarily joining the audio conference **114** or viewing the conference interface. The alert/notification functionality generally comprises logic for monitoring an audio conference **114** and the content/functionality presented in the conference interface and providing alerts, notifications, or other messages (collectively referred to as "alerts") to the participant **104**. An alert may comprise audio, video, text, graphics, or other information embodied in any medium and presentable via hardware and/or software components supported by the computing device, including, a browser **3110**, an operating system **5004**, a GUI **132**, a microphone, and a display, such as, for example, a touchscreen **5004**.

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In the embodiment illustrated in FIG. 50, the alert/notification functionality comprises a conferencing notification application 5002 residing in memory 404 on a client device 102 (FIG. 4) and executed by processor(s) 402. It should be appreciated that the logic associated with the conferencing notification application 5002 may be located at, and/or controlled by, the conferencing system 106 or other computer devices, systems, etc.

In general operation, the conferencing notification application 5002 may provide alerts based on various events monitored by the conferencing system 106. For instance, the conferencing notification application 5002 may notify a host when an audio conference 114 or conference has started and alert the host to who has joined the audio conference 114 or accessed the conference by showing, for example, the participant name, the number of current participants, etc. The alerts may be implemented using a push methodology by which the alerts are “pushed” from the conferencing system 106, a pull methodology by which the alerts are “pulled” from the conferencing system 106 by the computing device 102 using, for example, the conferencing API 4302, or other alert protocols, services, methodologies, etc. As participants 104 join the audio conference 114 or the associated conference, the conferencing system 106 maintains a counter of the number and identity of participants 104 and provides related or other information to the host. The conferencing notification application 5002 may also enable the host to conveniently access the conference interface from within the application (e.g., via a menu, key shortcut, or other user interface control), as well as modify conferencing, notification or account settings prior to or during a virtual conference.

The conferencing notification application 5002 may incorporate a user interface control for enabling users to launch the application or conveniently access certain functions or features of the application (e.g., configure remote or local settings, join a virtual conference, etc.). The user interface control may be presented in various ways depending on, for example, the configuration of the operating system 5004, the GUI 132, the display type and/or size, and other hardware and/or software characteristics.

FIG. 51 illustrates an embodiment of a user interface control 5118 implemented in a desktop environment 5100 for accessing the conferencing notification application 5002. The desktop environment 5100 comprises a desktop 5102 that may display one or more icons, folders, wallpaper, widgets, or other desktop objects associated with the system. The desktop objects enable the user to easily access, configure, or modify aspects of the operating system 5004 and/or other software or features of the computing device 102. In the embodiment of FIG. 51, the desktop 5102 may display a system application tray 5104, one or more folder icons 5108 for organizing files, and a hard drive icon 5106 for accessing a hierarchical folder structure for accessing files stored on the computing device 102.

The user interface control 5118 may be displayed anywhere within the desktop 5102. In FIG. 51, the user interface control 5118 is displayed on a system application tray 5104. The system application tray 5104 may display various icons (e.g., a search icon 5110, a battery level icon 5112, a system time icon 5114, a volume icon 5116, or any other system icon, application icon, or user-defined icon).

FIG. 52 illustrates another embodiment of a user interface control 5214 for providing user access to certain aspects of the conferencing notification application 5002. In this embodiment, the computing device 102 comprises a mobile telephone 5200 having a touchscreen display 5004. The touchscreen display 5004 comprises a display device that can

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detect the presence and location of a touch within the display area by, for example, a finger or hand or passive objects, such as, a stylus, pen, or other object. The touchscreen display 5004 may be based on any current or future touchscreen technology, and may employ various forms of input gestures for performing associated functions.

The touchscreen display 5004 may comprise a resistive touchscreen panel having two thin, metallic, electrically conductive layers separated by a narrow gap. When an object, such as a finger, presses down on a point on the panel's outer surface the two metallic layers become connected at that point. The touchscreen panel then behaves as a pair of voltage dividers with connected outputs. This causes a change in the electrical current which is registered as a touch event and sent to a controller (e.g., processor 402) for processing.

The touchscreen display 5004 may be implemented using surface acoustic wave (SAW) technology that uses ultrasonic waves that pass over the touchscreen panel. When the panel is touched, a portion of the wave is absorbed. This change in the ultrasonic waves registers the position of the touch event and sends this information to the processor 402.

In another embodiment, the touchscreen display 5004 supports capacitive sensing via a capacitive touchscreen panel. A capacitive touchscreen panel comprises an insulator, such as glass, coated with a transparent conductor, such as indium tin oxide. As the human body is also a conductor, touching the surface of the screen results in a distortion of the local electrostatic field, measurable as a change in capacitance. Different technologies may be used to determine the location of the touch. The location may be passed to the processor 402, which may calculate how the user's touch or gestures relate to the particular functions of the conferencing notification application 5002.

The touchscreen display 5004 may also support surface capacitance implementations, in which only one side of the insulator is coated with a conductive layer. In such implementations, a small voltage is applied to the layer, resulting in a uniform electrostatic field. When a conductor, such as a human finger, touches the uncoated surface, a capacitor is dynamically formed. The sensor controller may determine the location of the touch indirectly from the change in the capacitance as measured from the four corners of the display area 5206.

In a further embodiment, the touchscreen display 5004 implements a projected capacitive touch (PCT) display having an etched conductive layer. An XY array may be formed by, for example, etching a single layer to form a grid pattern of electrodes or by etching two separate perpendicular layers of conductive material with parallel lines or tracks to form the grid. Applying voltage to the array creates a grid of capacitors. Bringing a finger or conductive stylus close to the surface of the sensor changes the local electrostatic field. The capacitance change at every individual point on the grid may be measured to accurately determine the touch location. The use of a grid permits a higher resolution than resistive technology and also allows multi-touch operation. The PCT display may allow operation without direct contact, such that the conducting layers can be coated with further protective insulating layers, and operate even under screen protectors.

The touchscreen display 5004 may be configured to optically sense touch using, for example, an array of infrared (IR) light-emitting diodes (LEDs) on two adjacent bezel edges of a display, with photosensors placed on the two opposite bezel edges to analyze the system and determine a touch event. The LED and photosensor pairs may create a grid of light beams across the display. An object (such as a finger or pen) that touches the screen interrupts the light beams, causing a mea-

sured decrease in light at the corresponding photosensors. The measured photosensor outputs can be used to locate a touch-point coordinate.

Another embodiment of the touchscreen technology involves dispersive signal technology, which uses sensors to detect the mechanical energy in the glass that occurs due to a touch. Algorithms stored in memory 404 and executed by processor 402 interpret this information and provide the actual location of the touch.

Acoustic pulse recognition may also be used to detect the touch. In this embodiment, two piezoelectric transducers are located at some positions of the screen to turn the mechanical energy of a touch (i.e., vibration) into an electronic signal. The screen hardware then uses an algorithm to determine the location of the touch based on the transducer signals.

Referring again to FIG. 52, the mobile telephone 5200 includes a microphone 5202 and various hardware keys, including, for example, a scroll button 5204 for navigating the GUI 132. The mobile telephone 5200 includes a notification bar 5208 for displaying system information, such as, signal strength icon 5210, battery level icon 5212, or any other system of application information. The notification bar 5208 may be expandable based on touch input to display additional notification icons.

Regardless of the type and configuration of the computing device 102, the conferencing notification application 5002 may be accessed by selecting the user interface control. For example, a user may select the user interface control 5214 (FIG. 53) to display a conferencing notification menu 5402 (FIG. 54). The conferencing notification menu 5402 may comprise a display header 5404 and one or more additional user interface controls for selecting certain configuration or other options. In the embodiment of FIG. 54, conferencing notification menu 5402 displays an iMeet Now button 5406, a Manage Account button 5408, a Notification Settings button 5410, a Conference Scheduler button 5416, a Help button 5412, and an About button 5414.

The iMeet Now button 5406 may enable the user to connect to the conferencing system 106. When the user selects the button 5406, the conferencing notification application 5002 may launch the browser 3110 and enable the user to join an audio conference 114 and access the conference user interface 4400. The Manage Account button 5408 may enable the user to configure the account profile 4602 (FIG. 46). In an embodiment, the user may configure the parameters via the conferencing notification application 5002, and the parameters subsequently provided to the conferencing system 106 via the conferencing API 4302. In alternative embodiments, the Manage Account button 5408 may direct the user to a web page provided by the conferencing system 106, which receives the configuration parameters. The Notification Settings button 5410 may operate in a similar manner to enable the user to configure parameters associated with the conferencing notification. For example, the conferencing notification parameters may specify any of the following, or other, parameters: alert push enabled/disabled; alert pull enabled/disabled; alert frequency; and alert types.

In operation, the conferencing notification application 5002 may communicate with the conferencing system 106 using conferencing API(s) 4302. The conferencing API(s) 4302 may enable the conferencing notification application 5002 to submit requests 5516 to, and receive responses 5514 from, the conferencing system 106. These communications may include, for example, status checks of the user's conferences to determine if there are any active participants 104. In the event that someone has entered the user's conference or joined one of their bridges via a phone, this activity may be

transmitted to the conferencing notification application 5002 as a status update or alert. The update may include other information about the newly joined participants, such as, the participant parameters described above and illustrated in FIGS. 38 and 46, information stored in participant database 4308 (FIG. 43), or other relevant information about the user, including, information associated with the social networking system 3102 (FIG. 31).

The alerts provided to the conferencing notification application 5002 may be presented on the display. FIG. 56 illustrates an exemplary message or alert 5602 notifying the user of the identity of a newly joined participant and the current number of participants. The alert 5602 may appear for a predetermined amount of time, which may be configurable via the Notification Settings button 5410, or the user may cancel the alert message 5602 by selecting the Done button 5610. It should be appreciated that the content and/or format of the alert 5602 may vary depending on, for example, the events being monitored by the conferencing system 106. The alert 5602 may include a convenient mechanism for enabling the user to join the audio conference 114 and/or the associated conference from the displayed alert 5602. In an embodiment, the conferencing notification application 5002 may prompt the user to join the audio conference 114 and/or the associated conference. As illustrated in FIG. 56, the displayed alert 5602 may include a Join button 5606. When selected (FIG. 57), the conferencing notification application 5002 may initiate a process to enable the user to join the audio conference 114 and present a conferencing user interface 4400 on the computing device 102. The conferencing user interface 4400 may be configured in the manner described herein.

If the user chooses to cancel a particular message or the message expires without the user joining the conference, the conferencing system 106 may continue to send alerts as events occur. If the user chooses to join the conference, the conferencing system 106 may disable alerts.

To implement the conferencing notification application 5002, the conferencing system 106 may support various web services for exchanging structured information with the conferencing notification application 5002. The web services may be implemented using any suitable protocol. In an embodiment, the web services may be implemented via the Simple Object Access Protocol (SOAP) using Extensible Markup Language (XML) as the messaging format. The conferencing system 106 may respond to web service calls from the conferencing notification application 5002 by either returning the requested information immediately or by initiating the request and then providing the results (later) via a polling action.

FIG. 55 illustrates various exemplary web services for implementing one or more aspects of the conferencing notification application 5002. The web services may comprise any of the following, or other, web services: a subscribe/unsubscribe service 5502; a conference watch service 5504; a conferencing polling service 5506; an authentication service 5508; a conference schedule service 5510; and a join conference service 5512. Each of these web services are generally described below with reference to exemplary request and response XML messages.

The subscribe/unsubscribe service 5502 may be implemented with a Subscribe() call that establishes authorization to use the resources provided by the conferencing system 106. The Subscribe() call may be the first call made by the conferencing notification application 5002 to the conferencing system 106. In an embodiment, the Subscribe() call may require an authorization response before the conferencing notification application 5002 may access other services. In this regard, the subscribe/unsubscribe service 5502 may be configured without a security token in the SOAP header. The

other web services may be implemented with the security token (e.g., a session ID obtained with the Subscribe() call).

An exemplary XML request for the Subscribe() call may be configured as follows:

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
<soap:Body>
<Subscribe xmlns="http://pia.premiereglobal.com/">
<ClientID>string</ClientID> <ClientPW>string</ClientPW>
<WebID>string</WebID>
<WebPW>string</WebPW>
</Subscribe>
</soap:Body>
</soap:Envelope>
```

An exemplary XML response for the Subscribe() call may be configured as follows:

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema" xmlns:soap=
"http://schemas.xmlsoap.org/soap/envelope/">
<soap:Body>
<SubscribeResponse xmlns="http://pia.premiereglobal.com/">
<SubscribeResult>
<ResultCode>ResultCode</ResultCode>
<SessionID>string</SessionID>
</SubscribeResult>
</SubscribeResponse>
</soap:Body>
</soap:Envelope>
```

An Unsubscribe() call may be made to unsubscribe the user from the web services when the conferencing notification application 5002 is closed. The call may terminate the session with the conferencing system 106. Further interactions with the conferencing system 106 may require a subsequent Subscribe() call to be made by the conferencing notification application.

An exemplary XML request for the Unsubscribe() call may be configured as follows:

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema" xmlns:soap=
"http://schemas.xmlsoap.org/soap/envelope/">
<soap:Header>
<SoapSecurityHeader xmlns="http://pia.premiereglobal.com/">
<SessionID>string</SessionID>
</SoapSecurityHeader>
</soap:Header>
<soap:Body>
<Unsubscribe xmlns="http://pia.premiereglobal.com/" />
</soap:Body>
</soap:Envelope>
```

An exemplary XML response for the Unsubscribe() call may be configured as follows:

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema" xmlns:soap=
"http://schemas.xmlsoap.org/soap/envelope/">
<soap:Body>
```

-continued

```
<UnsubscribeResponse xmlns="http://pia.premiereglobal.com/">
<UnsubscribeResult>
<ResultCode>ResultCode</ResultCode>
</UnsubscribeResult>
</UnsubscribeResponse>
</soap:Body>
</soap:Envelope>
```

10 The conference watch service 5504 may invoke a SetConferenceWatch() call that establishes a conference watch, which enables the conferencing system 106 to begin sending alerts to the conferencing notification application 5002. After setting a conference watch, the user may receive notifications or alerts for conference(s) associated with the user, including, for example, when a participant 104 joins or leaves a conference, when a participant speaks during an audio conference 114, when a participant posts or receives information associated with a social networking system 3102, etc.

20 The conference watch service 5504 may be useful for hosts who are too busy to join a conference, do not wish to join the conference, or are otherwise unable to join the conference but want to monitor the activity of the conference. For example, the host may be interested in joining the conference, for example, but only after a particular person has joined or some other event has occurred. The host may view the alert messages as they are provided by the conferencing system 106 and displayed by the computing device 102. When the desired event has occurred, the host may elect to join the conference. As described below, the alerts may be retrieved from the conferencing system 106 via the conference polling service 5506.

An exemplary XML request for the SetConferenceWatch() call may be configured as follows:

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema" xmlns:soap=
"http://schemas.xmlsoap.org/soap/envelope/">
<soap:Header>
<SoapSecurityHeader xmlns="http://pia.premiereglobal.com/">
<SessionID>string</SessionID>
</SoapSecurityHeader>
</soap:Header>
<soap:Body>
<SetConferenceWatch xmlns="http://pia.premiereglobal.com/">
<ConferenceID>string</ConferenceID>
</SetConferenceWatch>
</soap:Body>
</soap:Envelope>
```

An exemplary XML response for the SetConferenceWatch() call may be configured as follows:

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema" xmlns:soap=
"http://schemas.xmlsoap.org/soap/envelope/">
<soap:Body>
<SetConferenceWatchResponse xmlns="http://pia.premiereglobal.com/">
<SetConferenceWatchResult>
<ResultCode>ResultCode</ResultCode>
</SetConferenceWatchResult>
</SetConferenceWatchResponse>
</soap:Body>
</soap:Envelope>
```

The conference watch service **5504** may also invoke a `ClearConferenceWatch()` call that may be used to clear a previously established conference watch. Removing a conference watch may cause the alerts for the specified conference to be disabled. After clearing the conference watch, the user will no longer receive alerts.

An exemplary XML request for the `ClearConferenceWatch()` call may be configured as follows:

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema" xmlns:soap=
"http://schemas.xmlsoap.org/soap/envelope/">
<soap:Header>
<SoapSecurityHeader xmlns="http://pia.premiereglobal.com/">
<SessionID>string</SessionID>
</SoapSecurityHeader>
</soap:Header>
<soap:Body>
<ClearConferenceWatch xmlns="http://pia.premiereglobal.com/">
<ConferenceID>string</ConferenceID>
</ClearConferenceWatch>
</soap:Body>
</soap:Envelope>
```

An exemplary XML response for the `ClearConferenceWatch()` call may be configured as follows:

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance" xmlns:xsd="http://www.w3.org/2001/XMLSchema" xmlns:soap=
"http://schemas.xmlsoap.org/soap/envelope/">
<soap:Body>
<ClearConferenceWatchResponse xmlns="http://
pia.premiereglobal.com/">
<ClearConferenceWatchResult>
<ResultCode>ResultCode</ResultCode> </
ClearConferenceWatchResult>
</ClearConferenceWatchResponse>
</soap:Body>
</soap:Envelope>
```

The conferencing polling service **5506** may invoke a `PollForMessages()` call, which is used to request events from a watched conference. In response to the request, the conferencing notification application **5502** will receive events associated with the watched conference.

An exemplary XML request for the `PollForMessages()` call may be configured as follows:

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema" xmlns:soap=
"http://schemas.xmlsoap.org/soap/envelope/">
<soap:Header>
<SoapSecurityHeader xmlns="http://pia.premiereglobal.com/">
<SessionID>string</SessionID>
</SoapSecurityHeader>
</soap:Header>
<soap:Body>
<PollForMessages xmlns="http://pia.premiereglobal.com/" />
</soap:Body>
</soap:Envelope>
```

An exemplary XML response for the `PollForMessage()` call may be configured as follows:

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema" xmlns:soap=
"http://schemas.xmlsoap.org/soap/envelope/">
<soap:Body>
<PollForMessagesResponse xmlns="http://pia.premiereglobal.com/">
<PollingRequestResult>
<ResultCode>ResultCode</ResultCode>
</PollingRequestResult>
</PollForMessagesResponse>
</soap:Body>
</soap:Envelope>
```

The authentication service **5508**, the conference schedule service **5510**, and the join conference service **5512** may enable the conferencing notification application **5502** to interface with a registration system. The authentication service **5508** may invoke a `SecurityValidateLogOn()` call to validate a user's logon credentials. The call may return a security token, which may be used to create a login header. The login header may be sent with one or more of the other service calls. An exemplary XML request for the `SecurityValidateLogOn()` call may be configured as follows:

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance" xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
<soap:Body>
<SecurityValidateLogOn xmlns="Conferencing">
<request>
<LogOnId>string</LogOnId>
<Password>string</Password>
<WebId>string</WebId>
<WebPassword>string</WebPassword>
</request>
</SecurityValidateLogOn>
</soap:Body>
</soap:Envelope>
```

An exemplary XML response for the `SecurityValidateLogOn()` call may be configured as follows:

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance" xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
<soap:Body>
<SecurityValidateLogOnResponse xmlns="Conferencing">
<SecurityValidateLogOnResult>
<Token>guid</Token>
<TokenExpirationUtc>dateTime</TokenExpirationUtc>
<FirstName>string</FirstName>
<LastName>string</LastName>
<Email>string</Email>
<ClientId>int</ClientId>
<IntlClientId>string</IntlClientId>
<ProviderId>int</ProviderId>
<ProviderName>string</ProviderName>
<CompanyId>int</CompanyId>
<IntlCompanyId>string</IntlCompanyId>
<CompanyName>string</CompanyName>
<CorporateCustomerId>int</CorporateCustomerId>
<CorporateCustomerName>string</CorporateCustomerName>
<HubId>int</HubId>
<HubName>string</HubName>
<HubGroupId>int</HubGroupId>
<HubGroupName>string</HubGroupName>
<HubUrls>
<string>string</string>
<string>string</string>
</HubUrls>
```

```

<RedFlagDate>dateTime</RedFlagDate>
<FinanceChangeDate>dateTime</FinanceChangeDate>
</SecurityValidateLogOnResult>
</SecurityValidateLogOnResponse>
</soap:Body>
</soap:Envelope>

```

The conference schedule service **5510** may invoke a FindReservation() call that returns a list of conferences. The FindReservation() call may be initiated when a user selects the Conference Schedule button **5416**, as illustrated in FIG. **54**. The result contains detailed information of all conferences associated with the user. The conferencing notification application **5002** may present the results to the user. FIG. **61** illustrates an exemplary display **6100** for presenting the results. The display **6100** comprises a list of conference entries **6102**. Additional details (e.g., dial-in numbers, pass-codes, date, time, agenda, participants, etc.) about each conference may be accessed by selecting the particular entry **6102**. As illustrated in FIG. **61**, when a user wants to watch a conference to receive alerts about that conference, the user may select an entry **6102** and select a watch button **6104**.

An exemplary XML request for the FindReservation() call may be configured as follows:

```

<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance" xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
  <soap:Header>
    <HeaderToken xmlns="Conferencing">
      <Token>string</Token>
    </HeaderToken>
  </soap:Header>
  <soap:Body>
    <FindReservation xmlns="Conferencing">
      <aFindReservationRequest TimeZone="string">
        DisplayLanguage="string">
          <SearchCriteria CompanyID="string" ClientID="string"
            ConfID="string" PPassCode="string"
            ClientPassCode="string" ConfName="string"
            ModeratorName="string" StartDate="string"
            EndDate="string" AddDeleted="string" MaxRecords="string"
            StartRecord="string" InterfaceID="string"
            SortByModified="string">
            <ConfTypes>
              <ConfType>string</ConfType>
            </ConfTypes>
          </SearchCriteria>
        </aFindReservationRequest>
        <aIgnoreUserId>boolean</aIgnoreUserId>
      </FindReservation>
    </soap:Body>
  </soap:Envelope>

```

An exemplary XML response for the FindReservation() call may be configured as follows:

```

<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance" xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
  <soap:Body>
    <FindReservationResponse xmlns="Conferencing">
      <FindReservationResult Count="string">
        <Result ErrorCode="string" ErrorText="string">
          <Reservation Deleted="string" DeleteDate="string"
            Created="string" Modified="string" Attended="string"
            Participants="string">

```

```

      <ReservationDetails ConfID="string" ConfName="string"
        PPassCode="string" MPassCode="string"
        LPassCode="string" ClientPassCode="string"
        ClientMPassCode="string" SecurityCode="string"
        PassCodeType="string">
        <PhoneNumbers xsi:nil="true" />
      </ReservationDetails>
    <Client ClientID="string" ConfName="string"
      Password="string" Email="string" Company="string"
      PONumber="string" ModeratorName="string"
      InterfaceID="string" SystemID="string"
      MinutesAvailable="string" SecurityCode="string"
      RSVPCustom="string" Language="string"
      DisplayLanguage="string" ClientNumMinLen="string"
      ClientNumMaxLen="string" MatterNumMinLen="string"
      MatterNumMaxLen="string" PONumMinLen="string"
      PONumMaxLen="string" />
    <BridgeOptions>
      <BridgeOption>string</BridgeOption>
      <BridgeOption>string</BridgeOption>
      <Option xsi:nil="true" />
      <Option xsi:nil="true" />
    </BridgeOptions>
    <Options>
      <Option xsi:nil="true" />
      <Option xsi:nil="true" />
    </Options>
    <Schedule TimeZone="string" TimeZoneName="string">
      <AdHoc xsi:nil="true" />
      <AdHoc xsi:nil="true" />
      <Daily xsi:nil="true" />
      <Daily xsi:nil="true" />
      <Weekly xsi:nil="true" />
      <Weekly xsi:nil="true" />
      <WeekDays xsi:nil="true" />
      <WeekDays xsi:nil="true" />
      <MonthlyDesc xsi:nil="true" />
      <MonthlyDesc xsi:nil="true" />
      <MonthlyDate xsi:nil="true" />
      <MonthlyDate xsi:nil="true" />
      <Skip xsi:nil="true" />
      <Skip xsi:nil="true" />
      <NextConference xsi:nil="true" />
      <NextConference xsi:nil="true" />
      <ConferenceTime xsi:nil="true" />
      <ConferenceTime xsi:nil="true" />
    </Schedule>
    <PhoneURL Value="string" />
    <VisionCast ParticipantURL="string"
      ModeratorURL="string" ReplayURL="string" />
    </Reservation>
    <Reservation Deleted="string" DeleteDate="string"
      Created="string" Modified="string" Attended="string"
      Participants="string">
      <ReservationDetails ConfID="string" ConfName="string"
        PPassCode="string" MPassCode="string"
        LPassCode="string" ClientPassCode="string"
        ClientMPassCode="string" SecurityCode="string"
        PassCodeType="string">
        <PhoneNumbers xsi:nil="true" />
      </ReservationDetails>
    <Client ClientID="string" ConfName="string"
      Password="string" Email="string" Company="string"
      PONumber="string" ModeratorName="string"
      InterfaceID="string" SystemID="string"
      MinutesAvailable="string" SecurityCode="string"
      RSVPCustom="string" Language="string"
      DisplayLanguage="string" ClientNumMinLen="string"
      ClientNumMaxLen="string" MatterNumMinLen="string"
      MatterNumMaxLen="string" PONumMinLen="string"
      PONumMaxLen="string" />
    <BridgeOptions>
      <BridgeOption>string</BridgeOption>
      <BridgeOption>string</BridgeOption>
      <Option xsi:nil="true" />
      <Option xsi:nil="true" />
    </BridgeOptions>
    <Options>
      <Option xsi:nil="true" />

```

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-continued

```

    <Option xsi:nil="true" />
  </Options>
  <Schedule TimeZone="string" TimeZoneName="string">
    <AdHoc xsi:nil="true" />
    <AdHoc xsi:nil="true" />
    <Daily xsi:nil="true" />
    <Daily xsi:nil="true" />
    <Weekly xsi:nil="true" />
    <Weekly xsi:nil="true" />
    <WeekDays xsi:nil="true" />
    <WeekDays xsi:nil="true" />
    <MonthlyDesc xsi:nil="true" />
    <MonthlyDesc xsi:nil="true" />
    <MonthlyDate xsi:nil="true" />
    <MonthlyDate xsi:nil="true" />
    <Skip xsi:nil="true" />
    <Skip xsi:nil="true" />
    <NextConference xsi:nil="true" />
    <NextConference xsi:nil="true" />
    <ConferenceTime xsi:nil="true" />
    <ConferenceTime xsi:nil="true" />
  </Schedule>
  <PhoneURL Value="string" />
  <VisionCast ParticipantURL="string"
  ModeratorURL="string" ReplayURL="string" />
</Reservation>
</FindReservationResult>
</FindReservationResponse>
</soap:Body>
</soap:Envelope>

```

The join conference service **5512** may be invoked when, for example, the user selects the join button **5606** (FIG. **56**) or selects a conference from the conferencing schedule (FIG. **61**). A WebHostLogin() call may return a location for the virtual conference location. In an embodiment, the call may return a redirectUrl of a given client and host, which logs the client into a host. The conferencing notification application **5002** may send the WebHostLogin() request, which contains the user's credentials, and then opens a web browser placing the user directly into the conference without the need to login again.

An exemplary XML response for the WebHostLogin() call may be configured as follows:

```

<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance" xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
  <soap:Header>
    <HeaderToken xmlns="Conferencing">
      <Token>string</Token>
    </HeaderToken>
  </soap:Header>
  <soap:Body>
    <WebHostLogin xmlns="Conferencing">
      <request>
        <ClientId>string</ClientId>
        <WebHost>None or VisionCast or VisionCastDemo or
ReadyCast or ReadyCastDemo or ReadyCastProtect or
AcrobatConnectPro or PgiAdobeConnect or ReadyCastMeeting
or ReadyCastEvent or ConferencingHub</WebHost>
        <ConfId>int</ConfId>
        <DialInNumbers>
          <PhoneNumber>
            <Location>string</Location>
            <Number>string</Number>
          </PhoneNumber>
          <PhoneNumber>
            <Location>string</Location>
            <Number>string</Number>
          </PhoneNumber>
        </DialInNumbers>
        <Target>string</Target>
      </request>
    </WebHostLogin>
  </soap:Body>
</soap:Envelope>

```

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-continued

```

    </request>
  </WebHostLogin>
</soap:Body>
</soap:Envelope>

```

An exemplary XML response for the WebHostLogin() call may be configured as follows:

```

<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-
instance" xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
  <soap:Body>
    <WebHostLoginResponse xmlns="Conferencing">
      <WebHostLoginResult>
        <RedirectUrl>string</RedirectUrl>
      </WebHostLoginResult>
    </WebHostLoginResponse>
  </soap:Body>
</soap:Envelope>

```

FIG. **59** illustrates an embodiment of a method for enabling a user to watch a conference via the notification application without having to join the audio conference **114** or access the conference interface. At block **5902**, the conferencing notification application **5002** is initiated. A user may manually launch the conferencing notification application **5002** or the operating system **5004** may be configured to automatically launch the application at startup or upon a predetermined event. At block **5904**, the conferencing notification application **5002** may authenticate the user with the conferencing system **106**. At block **5906**, the conferencing notification application **5002** sends a request to the conferencing system **106** to watch a virtual conference. The request may comprise information identifying the conference. At decision block **5908**, the conference and/or the audio conference **114** are monitored for specific actions or events. As events occur during the audio conference **114**, the conferencing notification application **5002** may receive and present related messages or alerts to the user (block **5910**). At block **5912**, the conferencing notification application **5002** may prompt the user for a selection to join the conference via the conference interface. In an embodiment, the request to join may be presented in association with the message or alert. If the user makes a selection to join the virtual conference (decision block **5914**), the conferencing notification application **5002** may further authenticate the user as a participant in the conference, at block **5916**. This authentication may substitute for the authentication at block **5904** or provide further or separate authentication. At block **5918**, the conferencing notification application **5002** enables the user to access the conference via, for example, the conference user interface **4400**.

FIG. **60** illustrates another embodiment of a method for implementing certain aspects of the conferencing notification application **5002**. The conferencing notification application **5002** is initiated, at block **6002**. At block **6004**, the conferencing notification application **5002** may authenticate the user with the conferencing system **106**. At block **6006**, the conferencing notification application **5002** sends a request to the conferencing system **106** for available conferences associated with the user. At decision block **6008**, the conferencing notification application **5002** may receive a schedule of conferences associated with the user, which may be presented to the user (block **6010**). At block **6012**, the conferencing notification application **5002** may prompt the user for a selection of one of the conferences (block **6012**). If the user requests to

join the selected conference (decision block **6014**), the user may be authenticated (block **6016**) and then permitted to join the audio conference **114** and/or the virtual conference. As illustrated at decision block **5914**, the user may also request to watch the conference without necessarily joining the conference.

Referring to FIGS. **65-69**, the above-described conferencing system **106** is modified to include a licensing application **6510** and a license or advertising store **6520**. The remaining elements of the conferencing system **106**, including the server(s) **108**, audio conference **114**, conference applications **410**, conference application store **420**, API **4302**, participant application control **4304**, conference user interface **4400**, conference application database **4306**, and the participant database **4308** operate as previously described. The licensing application **6510** is a module, segment, or portion of code, which comprises one or more executable instructions for implementing a product or service placement campaign within a virtual conference. The licensing application **6510** works together with information stored in the license/ad store **6520** and a client device to render an image and/or reproduce an audio track in the virtual conference presented on one or more client device(s) **102**.

The information stored in the license/ad store **6520** is a set of stored representations or compilations of image information and audio tracks, including but not limited to, one or more trademarks, service marks, products, services, characters, persons, sets of products or services, works of art including album cover art, etc. The audio tracks include recorded speech, music, etc. In addition, or in an alternative embodiment, the image information can include licensed images that may prove useful or that may otherwise be desired to be rendered on or in registration with other elements in a virtual conference.

In accordance with one or more of location information associated with a select participant identifier, a conference system sponsor or sponsors, or authorization to use an image or an audio track under a license agreement, the licensing application **6510** forwards one or more of the above described stored representations to the client device(s) **102** via the network(s) **110**.

As illustrated in FIG. **65**, the client device(s) **102** include a display element **6530** and a transducer **6540** that function in accordance with the stored representation and/or audio track communicated from the conferencing system **106**. The image information within the stored representation may be processed directly by a renderer (not shown) in the client device(s) **102**, or indirectly via the browser **3110**. Similarly, when an audio track is communicated from the conferencing system **106**, the audio track may be processed directly by a hardware decoder (not shown) within the client device(s) **102**, or indirectly via a decoder associated with the browser **3110** to generate a time-varying signal that is forwarded to the transducer **6540** to reproduce the audio message or music encoded in the audio track.

FIG. **66** is a screen shot illustrating an embodiment of a virtual conference location **6600** with a location view **602**. As described above, participants to the audio conference are visually represented with tiles **304a** and **304b** in the virtual conference location **602**. The graphical representations in the tiles **304a** comprise a picture or photograph of the corresponding audio conference participant **104**. The graphical representation **128** in the tile **304b** comprises an avatar-like image, which may be uploaded to the server **108** or selected and/or customized from predefined images.

In the embodiment illustrated in FIG. **66**, the virtual conference **6600** includes a panel **6610**, which presents rendered

image(s) **6612** and or audio tracks forwarded from the conferencing system **106**. As described above, the rendered image(s) **6612** may include trademarks, trade names, slogans, service marks, products, characters, works of art, silhouettes, profiles, spokespersons, athletes, politicians, etc. In addition, the images may include elements and features indicative of the performance of a service. As also described above, the rendered image(s) **6612** may be selected from a set of products produced by a company that employs the participants associated with the participant identifiers (i.e., the participants displayed in the virtual conference location **602**). Alternatively, the rendered image(s) **6612** can be selected from a set of products or services generally consumed by consumers in the same geographic location associated with one or more of the participants of the virtual conference as identified by the participant identifiers.

In an alternative embodiment, the rendered image(s) **6612** can be selected from a set of licensed images that a provider of the conferencing system **106** has deemed useful or desirable for addition to the virtual conference location **602**. These licensed images may include drawings, photographs, artwork, etc. In an example embodiment, of a licensed image, the rendered image(s) **6612** may be artwork generally associated with the sale of a compilation of music such as an album or a compact disc cover. When this is the case, the panel **6610** may be configured with a pushbutton **6650** to sample a song or open a menu to select and adjust the volume during the reproduction of a song.

FIG. **67** illustrates alternative embodiments of rendered images **6612** that may be presented in the panel **6610** of FIG. **66**. The alternative rendered images **6612** include but are not limited to, a trademark **6702**, a service mark **6704**, a product **6706**, a service **6708**, a character **6710**, a person **6712**, a set of products **6716**, a set of services **6718**, and a work of art **6714**. As is known, a trademark **6702** is a distinctive sign or indicator used by an individual, business organization or other legal entity to identify the source of a product to consumers with which the trademark appears. A service mark **6704** is a distinct sign or indicator used by an individual, business organization or other legal entity to identify the source of a service to consumers with which the service mark appears.

In the illustrated embodiments shown in FIG. **67**, product **6706** is Coca-Cola, service mark **6708** is indicative of a house moving service, the character **6710** is Mickey Mouse, person **6712** is LeBron James, a professional basketball player for the Cleveland Cavaliers and work of art **6714** is an album cover associated with a compilation of songs recorded by Bruce Springsteen.

Lebron James and Bruce Springsteen are not participants in the audio conference or the virtual conference depicted in the virtual conference location. However, in the case of Lebron James, his image may be presented in the panel **6610** to advertise a future basketball game or a product that Lebron endorses. In the case of the album cover depicting Bruce Springsteen, his image or likeness may be presented in the panel **6610** to advertise the album/CD associated with the artwork.

It should be understood that the various images presented in FIG. **67** are representative of trademarks, service marks, characters, persons, performers, etc. These images are not used as a trademark or service mark on behalf of the assignee of the present application. Any trademarks, service marks, copyrights or other rights associated with the images in FIG. **67** belong to their rightful owners. Moreover, the assignee of the present application is not affiliated with the source of any of the representative trademarks, service marks, copyrights and makes no claim to any rights whatsoever in the images.

FIG. 68 is a flowchart illustrating an embodiment of a method 6800 for providing a virtual conference. The flow diagram of FIG. 68 shows the architecture, functionality, and operation of an embodiment of the licensing application 6510 (FIG. 65). In this regard, each block represents a module, segment, or portion of code, which comprises one or more executable instructions for implementing the specified function(s).

As indicated in block 6802, a conferencing system obtains participant location information associated with participant identifiers. The participant identifiers are associated with the participants of an audio conference and as described above are used to populate a virtual conference location. In block 6804, the conferencing system establishes an audio conference with the participants associated with the participant identifiers. As shown in block 6808, the conferencing system executes logic that selects a stored representation and communicates the stored representation to a rendering device that displays, during the virtual conference, a graphical view responsive to the stored representation on a display device. As described above, the display device is associated with a client device. As also described above, the graphical view will include a panel or insert with a rendered image of one or more trademarks, service marks, products, etc. In an alternative embodiment, the graphical view includes licensed images that may be useful to an operator of the conferencing service or desired by a purchaser of the conferencing service. For example, the images may include a set of products available from the subscriber of the audio conference.

FIG. 69 is a flowchart illustrating an alternative embodiment of a method 6900 for providing a virtual conference. The flow diagram of FIG. 69 shows the architecture, functionality, and operation of an embodiment of the licensing application 6510 (FIG. 65). In this regard, each block represents a module, segment, or portion of code, which comprises one or more executable instructions for implementing the specified function(s).

As indicated in block 6902, a conferencing system obtains participant location information associated with participant identifiers. The participant identifiers are associated with the participants of an audio conference and as described above are used to populate a virtual conference location. In block 6904, the conferencing system establishes an audio conference with the participants associated with the participant identifiers. As shown in block 6906, the conferencing system executes logic that selects a stored representation and communicates the stored representation to a rendering device that displays, during the virtual conference, a graphical view responsive to the stored representation on a display device. In block 6908, an audio track is associated with the stored representation. In block 6910, a decoder is executed to convert the audio track to a time-varying signal that is communicated to a transducer coupled to a client device.

As described above, the display device is associated with a client device. As also described above, the graphical view will include a panel or insert with a rendered image of one or more of artwork from an album/CD cover, a likeness of a professional athlete, a politician, a spokesperson, etc. In these alternative embodiments, the audio track will include one or more songs from the album/CD, or a message from the professional athlete, the politician or spokesperson depicted in the rendered image.

It should be appreciated that one or more of the process or method descriptions associated with the flow charts or block diagrams above may represent modules, segments, logic or portions of code that include one or more executable instructions for implementing logical functions or steps in the pro-

cess. It should be further appreciated that the logical functions may be implemented in software, hardware, firmware, or any combination thereof. In certain embodiments, the logical functions may be implemented in software or firmware that is stored in memory or non-volatile memory and that is executed by hardware (e.g., microcontroller) or any other processor(s) or suitable instruction execution system associated with the multi-platform virtual conference location system. Furthermore, the logical functions may be embodied in any computer readable medium for use by or in connection with an instruction execution system, apparatus, or device, such as a computer-based system, processor-containing system, or other system associated with the multi-platform virtual conference location system that can fetch the instructions from the instruction execution system, apparatus, or device and execute the instructions.

It should be noted that this disclosure has been presented with reference to one or more exemplary or described embodiments for the purpose of demonstrating the principles and concepts of the invention. The invention is not limited to these embodiments. As will be understood by persons skilled in the art, in view of the description provided herein, many variations may be made to the embodiments described herein and all such variations are within the scope of the invention.

What is claimed is:

1. A method for providing a virtual conference, the method comprising:

a conferencing system obtaining participant location information associated with a plurality of participant identifiers;

the conferencing system establishing an audio conference with participants associated with the plurality of participant identifiers;

the conferencing system presenting a conference user interface to the plurality of participants, the conference user interface displaying each of the participants as a unique participant object in a simulated location view, the simulated location view comprising a licensed background image having one or more displayed objects; and the conferencing system executing logic that selects a stored representation of a product, a service, or a licensed image associated with one or more conference sponsors from a license/ad store, the selected stored representation associated with one or more conference sponsors and automatically selected without user input based on the participant location information and to be added to the licensed background image with the one or more displayed objects and the unique participant objects, and the conferencing system further executing logic that adds the selected stored representation of the product, the service, or the licensed image to the licensed background image in the simulated location view, wherein the conference user interface simultaneously displays during the audio conference the unique participant objects in the simulated location view with the selected stored representation added to the licensed background image with the one or more displayed objects;

wherein the simulated location view and the selected stored representation added to the licensed background image with the one or more displayed objects are customized in different conference user interfaces presented to two or more of the participants based on their corresponding participant location information and one or more participant profile parameters stored in a participant database.

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2. The method of claim 1, wherein executing logic that selects a stored representation comprises selecting an image associated with one of a product and a service.

3. The method of claim 2, wherein executing logic that selects a stored representation associated with one of the product and the service comprises one of a trademark or a service mark.

4. The method of claim 1, wherein executing logic that selects a stored representation comprises an image of a character.

5. The method of claim 1, wherein executing logic that selects a stored representation comprises an image of a person that is not one of the participants associated with the participant identifiers.

6. The method of claim 1, wherein executing logic that selects a stored representation comprises an image suggestive of a select service.

7. The method of claim 1, wherein executing logic that selects a stored representation comprises an image of a select product.

8. The method of claim 7, wherein the image of the select product is selected from a set of products produced by a company that employs the participants associated with the participant identifiers.

9. The method of claim 8, wherein the silhouette is translucent.

10. The method of claim 7, wherein the image of the select product comprises a silhouette.

11. The method of claim 1, wherein executing logic that selects a stored representation comprises an image that is licensed for use in the conferencing system.

12. The method of claim 11, further comprising:
 associating an audio track with the stored representation;
 and
 executing a decoder that converts the audio track into a time-varying signal that is communicated to a transducer coupled to a client device.

13. The method of claim 12, wherein the audio track comprises a spoken message.

14. The method of claim 12, wherein the audio track comprises a song.

15. The method of claim 14, wherein the stored representation comprises an image of a performer of the song.

16. The method of claim 14, wherein the stored representation comprises an image of artwork associated with a compilation of songs.

17. A distributed system, comprising:
 at least one client device associated with a display device;
 and

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a conferencing system coupled to the at least one client device via one or more networks, the conferencing system comprising:

an interface configured to obtain location information associated with a plurality of participant identifiers;

a license/ad store comprising a plurality of stored representations of a product, a service, or a licensed image;

an audio conference application that when executed establishes and manages an audio conference with participants associated with the plurality of participant identifiers;

a conference user interface presented during the audio conference to the plurality of participants, the conference user interface displaying each of the participants as a unique participant object in a simulated location view, the simulated location view comprising a licensed background image having one or more displayed objects; and

a licensing application that when executed automatically selects without user input one of the stored representations of the product, the service, or the licensed image associated with one or more conference sponsors based on the participant location information and adds the selected stored representation to the licensed background image in the simulated location view with the one or more displayed objects and the unique participant objects such that the conference user interface simultaneously displays during the audio conference the unique participant objects in the simulated location view with the selected stored representation added to the licensed background image with the one or more displayed objects;

wherein the simulated location view and the selected stored representation added to the licensed background image with the one or more displayed objects are customized in different conference user interfaces presented to two or more of the participants based on their corresponding participant location information and one or more participant profile parameters stored in a participant database.

18. The distributed system of claim 17, wherein the selected stored representation comprises an image selected from a set of images responsive to the location information.

19. The distributed system of claim 17, wherein the selected stored representation comprises an image selected from the group consisting of a trademark and a service mark.

20. The distributed system of claim 17, wherein the selected stored representation comprises an image of a person that is not one of the participants associated with the participant identifiers.

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